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ABSTRACT

This study collects and analyzes information on the characteristics of the community and the public library system of East Brunswick, and provides an example of a library planning method responsive to community needs. Unobtrusive data collection techniques utilizing the 1970 census, local reports, and library records were the primary sources of information. Specific goals formulated as a result of the study include: (1) expanding Young Adult Services, (2) computerizing the circulation control system, and (3) increasing the resources in the collection. This study is also useful as an example of community analysis done by a public library. (STS)

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A STUDY OF THE COMMUNITY OF EAST BRUNSWICK AND THE EAST BRUNSWICK PUBLIC LIBRARY WITH RECOMMENDATIONS FOR THE LIBRARY

by

CRAIG D. JOYCE

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June, 1976

Library Board of Trustees
Township of East Brunswick, N.J.

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PREFACE

This study is the outgrowth of a United States Office of Education funded workshop entitled: "Developing Dynamic Public Library Services Responsive to Community Needs." The active phase of the workshop extended from September, 1975 to mid-January, 1976. The staff of the workshop consisted of individuals associated with the School of Information Studies of Syracuse University, Syracuse, New York, under the directorship of Dr. Roger Greer, Professor of Information Studies.

Early in September, 1975, East Brunswick Library Director George Happ and Reference Librarian Craig Joyce were selected to attend the first phase of the U.S.O.E. workshop. The workshop was conducted at Syracuse University's Adirondacks Conference, "Minnowbrook", at Blue Mountain Lake, New York, from September 26th through September 30th. During this first phase, extensive training in the philosophies and methodologies of community analysis and library analysis was given.

Phase 2 consisted of returning to the community and conducting the research for the report, with consultation from workshop staff. All data gathered in this report were collected during the fall and winter, 1975-76, a unique time in the history of the library. During this time, preparations for the move to the new building were a primary activity of the staff.

Phase 3 involved a return to the conference environment in Cazenovia, New York, on January 10-13, 1976. Here, final consultation and advising by workshop staff and participants took place. Research for the report had been completed by Phase 3, and the writing of the report occupied the later winter and spring of 1976. This phase coincided with the library's move.

This report would not have been possible were it not for the efforts of many individuals, but to acknowledge everyone would be impossible. Deserving of special mention is Daniel O'Connor, Assistant Professor of Library Service, Rutgers University, who shared unselfishly of his time and knowledge during the research and writing phase of this project.

Also deserving of special mention is Library Director George Happ, who supervised the project through all of its phases, and edited the entire report.

Finally, a mountain of praise goes to Pat O'Connor whose talents and labors are evident in every page. Pat, with her wizardry, turned a cluttered stack of handwritten scraps into the handsome finished product.

CHAPTER I.

INTRODUCTION

A. PURPOSE

The goal of this report is the development of a dynamic planning tool which, within the goals of the East Brunswick Public Library, will lead to specific objectives based on measurable, well defined components of the library and its constituent community.

A subsidiary yet very important benefit has accrued from our involvement in this project. Virtually the entire staff has in some way worked on this project. This involvement in the development of a state-of-the art service-planning methodology has stimulated creative thinking and provided a new perspective of the library's place within the community for library personnel.

B. OBJECTIVES

1. The report will extract and interpret information about the population of East Brunswick; age, education, income, and family size, will be considered in the determination of economic and social characteristics within certain geographic boundaries. Thus, the population being served will be described, and user, non-user, and potential-user groups identified. Also, information concerning the lifestyle of the population will be discussed. The report will focus on patterns of work, unemployment, leisure, culture, education, entertainment and recreation, within the community, with the expectation that special interest groups will be identified for potential library service.

2. The report will gather and analyze information about the Township of East Brunswick: its size, location, physical features, natural resources, past growth and development, government structure and services, transportation patterns and facilities, and future projected growth. In this manner, the environment in which the East Brunswick Public Library functions will be described.

3. A third objective is the analysis of certain measurable features of the East Brunswick Public Library. The report will treat the library's holdings, services, programs, resources, size, location, staff, organization and departments so that areas of strength, weakness, duplication, and uniqueness may be identified. Generalizations through sampling will be presented concerning the users of the library, their age and sex, where they live, what materials they do and do not use, and what services they demand. This is done to identify use and non-use patterns.

4. A fourth objective is the synthesis of all information collected to produce a multifaceted analysis of the library and its community. The report will identify certain community needs, define which of those needs the library sustains, and identify potential areas of library new involvement or program divestment. The report will assess the library's role in the past and the present, and will project into the future, all in the context of library planning. Facing future conditions and needs in a logical way will be aided by an assessment of existing conditions and needs.

5. The final and most important objective of this project is to produce tangible planning tools to help the library achieve its goals through the reassessment of existing policy statements and identifying new areas where policy statements are required. These include policies such as acquisitions, weeding, programming, reference and service policies, a plan for growth and expansion and other tools for which a need becomes apparent during the study. These tools will not be generated within this report, but rather, will be the logical extension of it. Thus, the ultimate value of this report lies in its use.

C. METHODOLOGY

Differing methodologies were employed for data collection in the different sections, depending on the nature of the information desired. Information about the Township of East Brunswick, its residents, government, history, etc. was gathered primarily from printed sources. The U.S. Bureau of Census publication, Census Tracts Newark, N.J. Standard Metropolitan Statistical Area is the primary source of East Brunswick demographic data.

Other printed sources include: E.B. League of Women Voters, Know Your Town; E.B. Master Plan Review Committee, Preface to Planning; E.B. Township Planning Board, Master Plan, 1970; E.B. Environmental Commission, Natural Resources Inventory; E.B. Board of Education, E.B. School Enrollment Projection 1975-76 to 1984-85.

In addition to these printed sources, numerous personal conversations and interviews with Township residents and officials were conducted.

Data on the library were collected during 1975 and early 1976. During this time, samples from the circulation file, registration file, and shelf list were drawn. Library records and documents were also analyzed during this period.

Also useful in gathering and analyzing information were the Bowker Annual 1975, Knight and Nourse's Libraries at Large, and the ALA Interim Standards for Small Public Libraries: Guidelines Toward Achieving the Goals of Public Library Service.

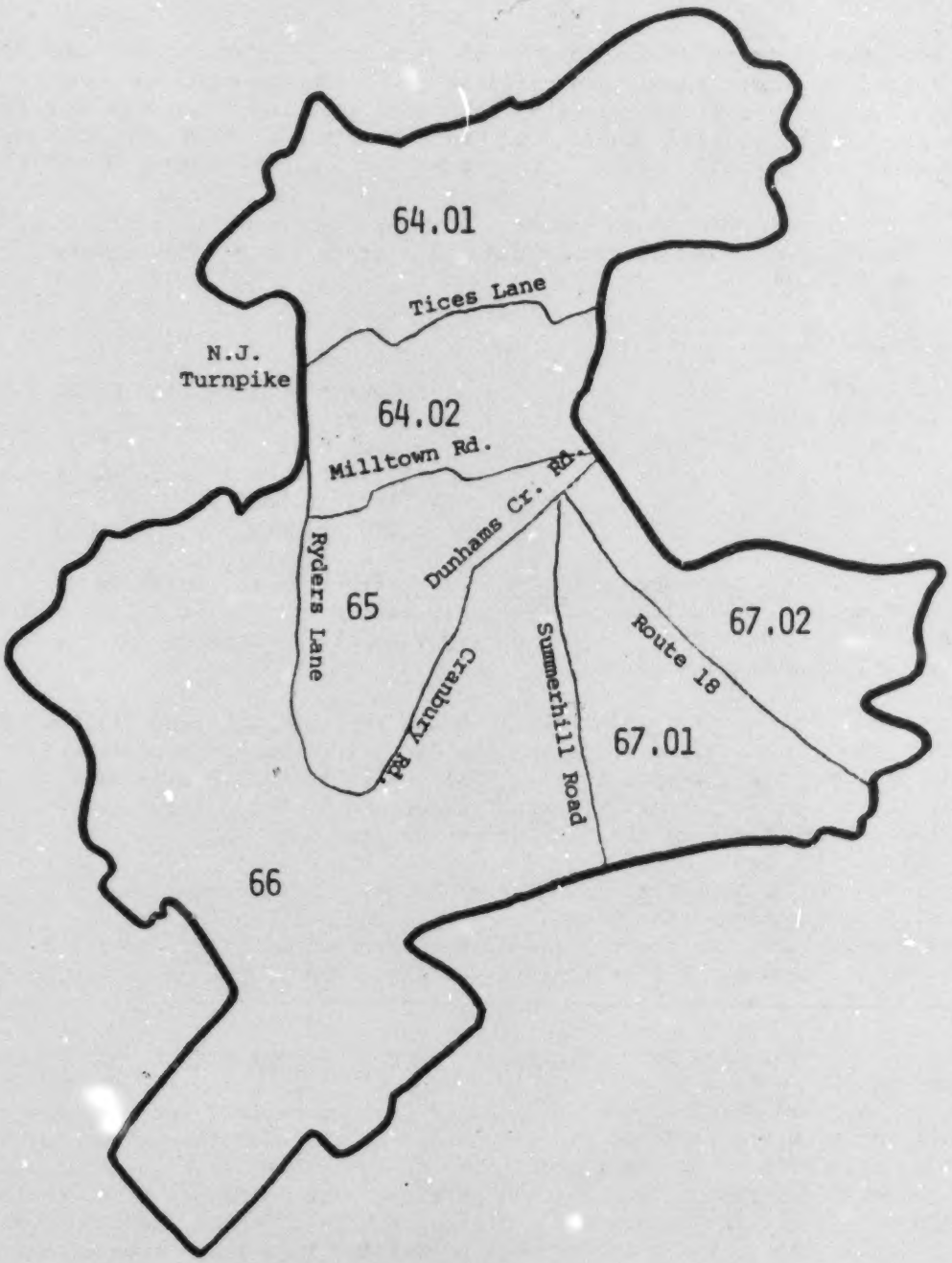
Numerous other reports and documents, both official and unofficial, were used in the preparation of this report. Several local government offices and agencies cooperated fully and deserve a note of thanks as do several state government departments whose cooperation provided information which would have been unobtainable otherwise. To acknowledge every source of information, however, is simply impossible.

D. TRACT DESIGNATIONS

For the purposes of this report, names have been assigned to the various census tracts in East Brunswick. These names have been assigned by the writer, and do not reflect any official designation by the U.S. Bureau of the Census, or any other governmental department or agency. They have been assigned for convenience and clarity, so that the various regions within the township can be referred to by something more meaningful than the tract number.

The names are imprecise and in some cases may be misleading. They are meant to refer to general areas of the township, and do not adhere to the formal or informal boundaries of the various sections, neighborhoods, or developments within East Brunswick. The boundaries of the census tracts used in 1970 do not

CHART 1. Map of East Brunswick Census Tracts



Names of Tracts

64.01 Lawrence Brook-Pine Ridge
64.02 Industrial
65 Town Core
66 Riva Ave.-Colonial Oaks-Frost School
67.01 Irwin School
67.02 Old Bridge

follow the patterns of development of East Brunswick Township. The tracts were designed to adhere to certain criteria of the Bureau of the Census and they do not necessarily reflect a logical scheme of grouping homogeneously similar areas. At the time of writing, the census tract boundaries are being revised, so that the 1980 census will reflect a more meaningful micro-view of Township sectors.

The description of the tracts below and the map (Chart 1) should be used to locate the exact area of each tract. The tract names and boundary descriptions are as follows:

CENSUS TRACT NUMBER	NAME
64.01	Lawrence Brook-Pine Ridge
64.02	Industrial
65	Town Core
66	Riva Ave.-Colonial Oaks-Frost School
67.01	Irwin School
67.02	Old Bridge

64.01 The Lawrence Brook-Pine Ridge tract is the northern most sector of the Township. It includes all Township land north of Tices Lane on both sides of Route 18. Exit 9 of the New Jersey Turnpike is located in this tract, as is Churchill Junior High School.

64.02 The Industrial tract is bound by Tices Lane and Milltown Road on the north and south respectively, and the Old Bridge Turnpike and Ryders Lane on the east and west, respectively. While there is some residential property in this tract, it is primarily characterized by the large industrial park located between Harts Lane and the New Jersey Turnpike.

65 The Town Core is so named because this tract lies the closest to the geographic center of the Township. It is the only one of the six which is bordered entirely by other areas of East Brunswick. The boundaries form a triangular area which lies south of Milltown Road, east of Ryders Lane, and northwest of Cranbury Road.

66 The Riva Ave.-Colonial Oaks-Frost School area is the largest tract, encompassing nearly half of the land area of East Brunswick. It includes many different neighborhoods and sections of East Brunswick, but only the most significant ones are reflected in the name. It includes the western section of the township, bordered by Farrington Lake, the southern section, including the Jamesburg Park region, the central section, west of Ryders Lane, including Colonial Oaks and the Civic Center, and the area on both sides of Rues Lane west of Summerhill Road. The neighborhoods comprising this large area of the Township are not homogeneous. Generalizations about this tract may be misleading. It is proposed that this tract will be subdivided into four separate tracts for the 1980 census.

67.01 The Irwin School tract includes the area between Summerhill Road and Route 18. Some of the numerous developments in this tract are Greentree, Welsh Park, and Branton Park. The County Vocational-Technical School is located in this tract, as is the Brunswick Square Mall. A common element to the tract is the Irwin School, hence the name.

67.02 The Old Bridge district is so named because the Old Bridge Historic District is the dominant section in this tract. It encompasses the area east of Route 18, south of the Boro of South River's border, and west of the South River. Other neighborhoods in this district include Willowick and Windsor Park. The name of this tract should not be confused with Old Bridge Township (formerly Madison Township), which lies southeast of the South River.

As a final caveat to the reader, the figures used in the following discussions are based primarily on the 1970 census, and are thus 6 years old. More recent concrete figures are not available.

CHAPTER II

THE COMMUNITY OF EAST BRUNSWICK

A. HISTORY

The area now known as East Brunswick Township was first settled in the late 1660's by English Colonists. The confluence of the Raritan River and the Lawrence Brook and the section along the banks of the South River became the first settled areas in East Brunswick. During those early days, the south Raritan region was primarily a farm based economy punctuated with various colonial manufacturing centers. In the 1830's early railroads tied the major metropolitan centers with this area, spurring more rapid economic development.

The Township of East Brunswick was formed officially on February 28, 1860, by an act of the New Jersey Legislature in accordance with the Jersey Town Act of 1798. The Township was carved from areas formerly in North Brunswick and Monroe Township. The original 13,130 acres of East Brunswick included what is now Helmetta, Spotswood, South River, and part of Milltown. These towns withdrew from East Brunswick during the first fifty years of its existence, leaving the Township with its present boundaries by 1908. These secessions left the village of Old Bridge, in the southeastern corner, along the South River, as the population center.

East Brunswick remained primarily rural/agricultural in complexion until the post-World War II era brought the unprecendented demand for housing. The 1950's witnessed the most dramatic change in the complexion of East Brunswick, as its farmland yeilded to residential development. The well-drained and level farmland was ideally suited for construction.

Today, East Brunswick, covering 22.2 square miles, and located at the geographic center of Middlesex County, is a microcosm of the State of New Jersey. The area is comprised of urban, suburban, and farm area in addition to industrial, commercial, agricultural, residential and recreational centers.

Masses of people are daily drawn to East Brunswick's shopping and entertainment facilities. The annual Middlesex County Fair is held in East Brunswick and a 900 acre County Park is being located in East Brunswick, which will provide an area-wide recreational facility.

B. TOPOGRAPHY

The land of East Brunswick is primarily level, with altitude ranging from sea level to 100 feet above. The Township lies within the Atlantic Coastal Plain province, characterized as a "low, broad, flat plain, interrupted only by depressed drainage ways".[1]

The soil is composed of sedimentary clays, sands and gravels deposited directly by the ocean or by its tributaries as the sea waters periodically advanced and receded over geologic time."[2] These deposits, with their high

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[1]Natural Resources Inventory, p.5

[2]Ibid, p.5

organic content, yeilded fertile, well-drained land. This fact helps account for the number of farms and orchards which have existed in East Brunswick. The sand deposits also have value for their ability to filter and recharge the underground water supplies.

C. CLIMATE

The climate of East Brunswick is moderate. Although subject to marked seasonal cycles, rarely is it extreme or severe. July is the warmest month with an average daily temperature of 75° F (84.6 average maximum, 65.3° F average minimum) and February is currently the coolest month with a daily average temperature of 32.8° F (39.5° average maximum and 22.1° F average minimum). Average rainfall is 44 inches per year. The average humidity ranges from 50% to 80%, depending on the season and time of day. The prevailing direction of origin of winds is northwest in winter, south or southwest in summer. The growing season is 184 days.

D. GOVERNMENT AND MUNICIPAL SERVICES

The government of East Brunswick is organized according to Mayor-Council Plan E (Article 7) of the Optional Municipal Charter Law of 1950 (N.J.S.A. 40: 69 A-31 et seq.), commonly known as The Faulkner Act. This form of government was instituted in 1965 upon recommendation of the Charter Study Commission and approval by the electorate in a referendum.

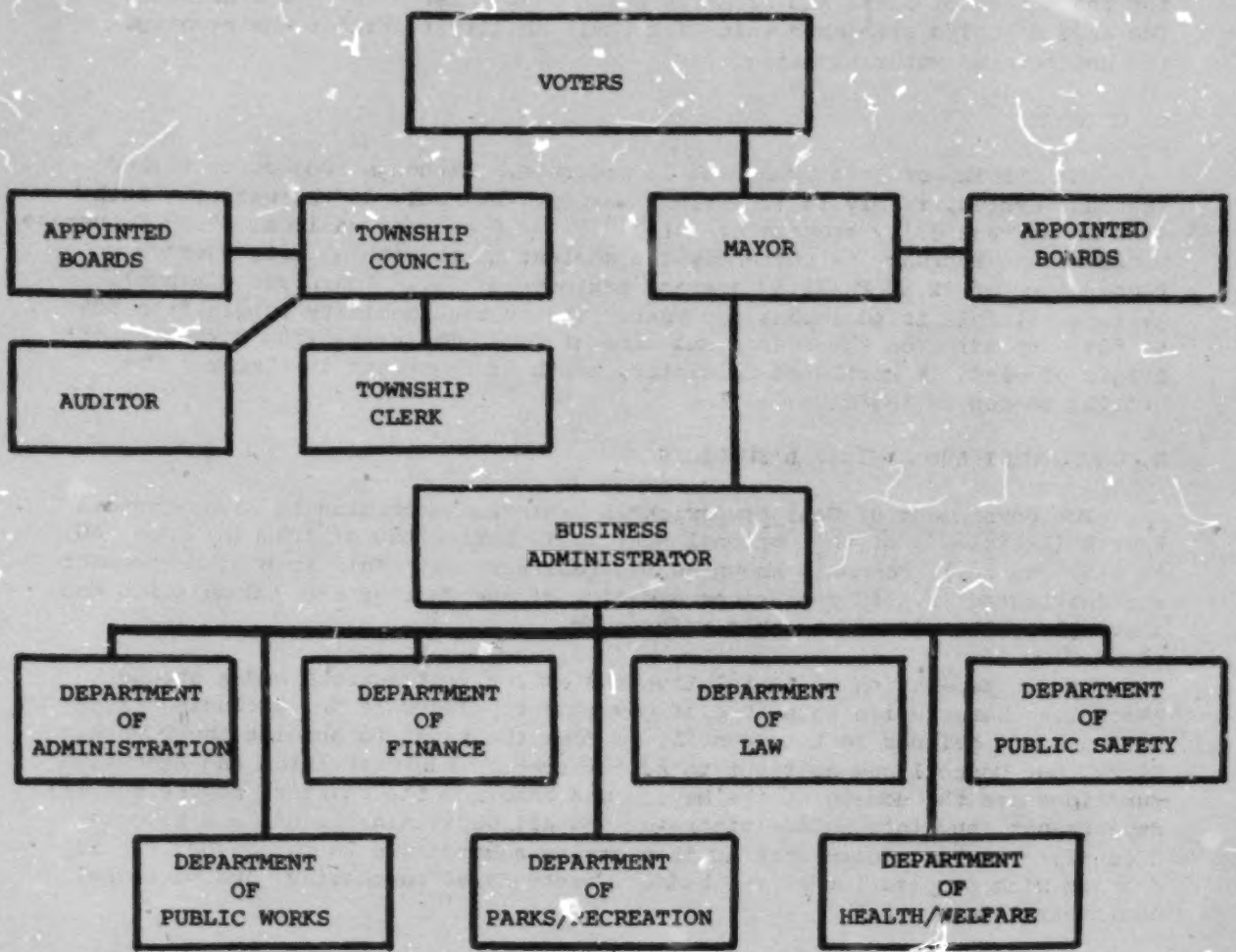
Strict separation of legislative and executive functions and a strong executive characterize this type of government. The sole and exclusive right to legislate belongs to the Council, as does the right to appoint the Township Clerk, but Council has no right to administrate. Administration and executive functions are the domain of the Mayor, who enforces the charter, supervises all departments, appoints an administrator and all department heads, and reports to Council. The Town Administrator is a strong subordinate to the Mayor, who is charged with preparation of the budget, centralized purchasing, and personnel administration.

A system of checks and balances is woven into this framework. The Mayor has veto power over Council subject to override by a two-thirds majority. Council must approve of the Mayor's appointments, but it cannot remove officials without cause. Council can, however, eliminate positions or departments.

The Mayor is elected to a four-year term at the regular Presidential election, and serves part-time for a yearly salary. Council is composed of five members elected at-large for staggered four-year terms. They also serve part-time. The Business Administrator is the full-time professional, chosen on the basis of experience and knowledge, who tends to the daily operations of the government.

Chart 2 illustrates the organization of the municipal government.

CHART 2. Government Organization Chart.



THE TOWNSHIP COUNCIL APPOINTS:

Sewerage Authority
Zoning Board of Adjustment
Municipal Court Clerks
Municipal Constables

THE MAYOR APPOINTS:

Magistrate
Planning Board
Library Board
Advisory Personnel Board
Advisory Recreation Council
Municipal Youth Guidance Council
Advisory Safety Council
Advisory Industrial Council
Advisory Health Council
Advisory Building Safety Committee

Demand for municipal services has accelerated rapidly. A new municipal building was constructed in 1967 at the 17-acre tract set aside by the Township as a centralized community center. A professional in the field heads each municipal department, which include Public Safety, Law, Finance, Administrative Services, Health, Environment and Welfare. The Business Administrator coordinates and administers the entire program. Some 175 employees, belonging to the Employees Municipal Association, are employed within the $6.9 million current municipal operating budget.

A highly active Finance Department, with its computer division, keeps the revenues flowing to support the municipal program. The current property tax rate is $3.60 per $100.00 (1975). The following table illustrates the growth trend in Equalized Valuation:

YEAR	EQUALIZED VALUATION (in millions)
1955	53
1960	109
1970	274
1971	316
1972	377
1973	437
1974	498
1975	513

The Township is sensitive to service needs within the community. 1972 saw the initiation of the "Teen Center"; 1975, the "Senior Citizen Drop-In Center" and Parking Utility. A pool utility is operated from June through Labor Day. Free immunization and boosters are given to children.

Nearly 90% of the Township's residents are served by public water and sewerage. A 75-man police force serves the Township, as do volunteer fire companies and a rescue squad.

E. TRANSPORTATION

Numerous facilities for transportation exist within East Brunswick. The network of federal, state, county, and local roads makes virtually every part of the Township accessible by auto. State Highway #18 is the major East-West artery for travel through the Township. Ryders Lane, which very nearly parallels Route 18, is the main East-West road used for travel within East Brunswick. Five roads stretch between the parallel Ryders Lane and Route 18 providing access to the heart of the Township. These are Tices Lane, Milltown Road, Dunhams Corner Road, Cranbury Road, and Rues Lane. Dunhams Corner Road traverses Ryders Lane and extends further south in the Township providing access to this developing section. Cranbury Road also extends to the south of Ryders Lane, where it is the primary access to the undeveloped southern section of the Township and to several other communities in Southern Middlesex County.

The New Jersey Turnpike, with its Exit 9 and its Turnpike Authority Headquarters in East Brunswick, traverses the Township along the northwestern border.

This toll road is among the largest and most heavily used in the nation with six lanes in each direction between Exit 9 (East Brunswick) and Exit 18 (George Washington Bridge to New York City). The New Jersey Turnpike is the primary access for North-South interstate travel.

U.S. Highway #1, which intersects both Ryders Lane and Route 18 just north of the Township boundaries, also provides North-South access for more locally oriented travel.

Rail service is available on the Penn Central Railroad's Washington-New York corridor line, which has a station in New Brunswick. Inter-city travel within New Jersey is also available there.

The Township of East Brunswick's newly created Municipal Parking Authority maintains a "park-and-ride" facility on Route 18 approximately one mile from the Turnpike interchange. This service is geared toward New York commuters, with Suburban Transit buses running at several minute intervals during peak periods between East Brunswick and the Port Authority Bus Terminal.

At present, there is no significant intra-city bus service in East Brunswick.

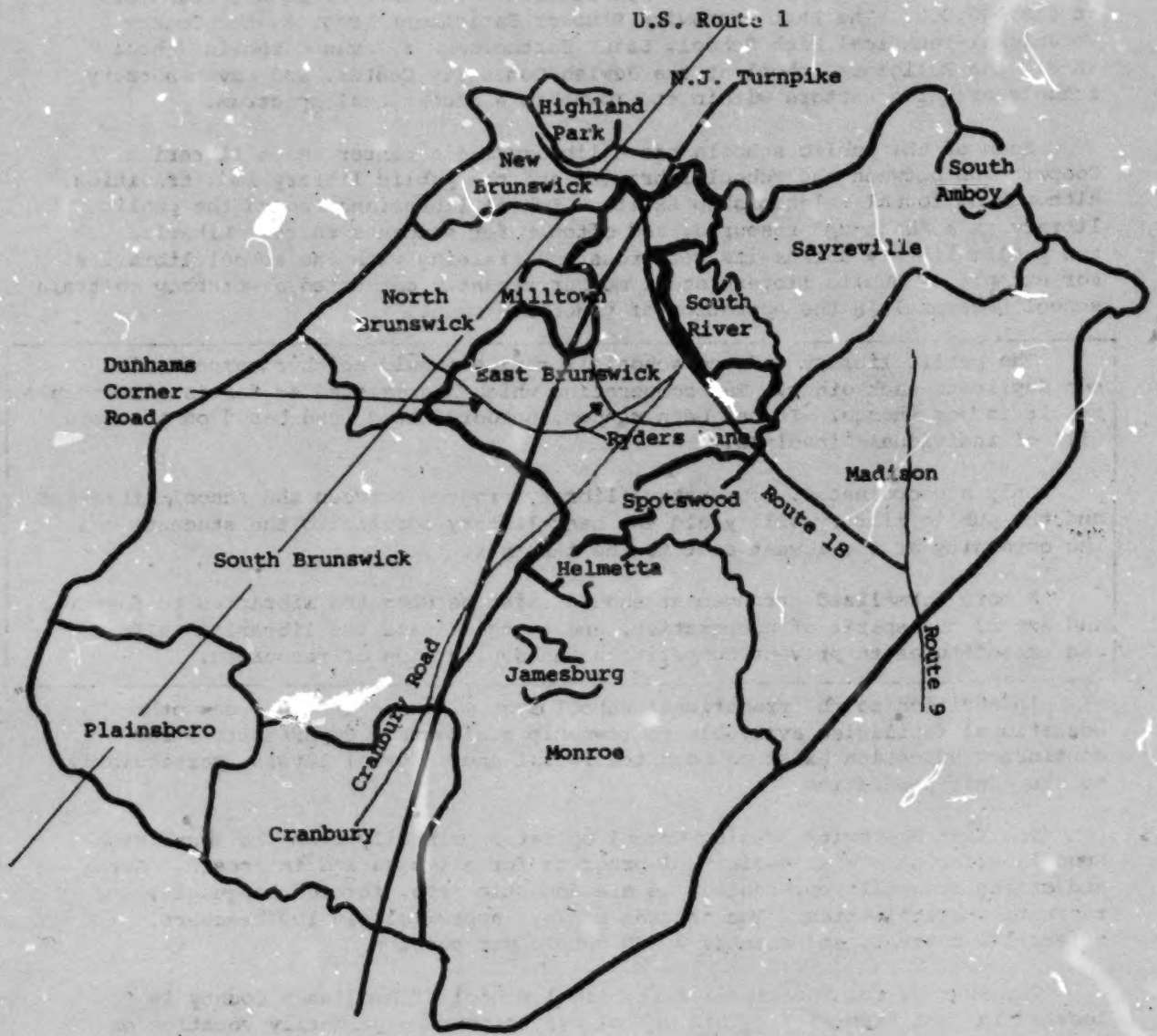
Airline transportation is available at Newark International Airport, 45 minutes to the north via the New Jersey Turnpike, or John F. Kennedy International Airport and LaGuardia Airport in New York.

TABLE 3 TRAFFIC VOLUME OF SELECTED ROADS

ROAD & LOCATION	TRAFFIC VOLUME (Vehicles per day)
Route 18 at Rues Lane	45,300
Route 18 at Eggers Street (Near N.J. Turnpike)	70,500
Route 1 at Ryders Lane	56,200
Cranbury Road at Fern Road	6,800
Cranbury Road at Route 18	11,800
Rues Lane at Route 18	12,600
Ryders Lane between Dunhams Corner Road & Milltown Road	12,400
Ryders Lane between Milltown Road & N.J. Turnpike	10,100
Dunhams Corner Road between Ryders Lane & Cranbury Road	5,300
Tices Lane between Route 18 & Harts Lane	15,000
Main Street in Old Bridge section	12,600
Old Bridge Turnpike near Main Street	6,400

source: 1974 AADT Traffic Volume Map (Middlesex County). New Jersey Department of Transportation, Planning Division.

CHART 4. Major Road Network of Southern Middlesex County



F. EDUCATIONAL FACILITIES

Currently some 10,000 children are enrolled in the East Brunswick school system. The system consists of 15 physical plants, all but three constructed since 1950, and employs a professional staff of 619, many of whom are members of the East Brunswick Educational Association. The current budget registers at $18,000,000. The East Brunswick Student Enrichment Program, the County Vocational-Technical High School, Saint Bartholomew's Roman Catholic School (K-8), the Religious School at the Jewish Community Center, and seven nursery schools are also factors within the Township's educational spectrum.

Each of the public schools has a library/media center and a librarian. Cooperation between the school libraries and the public library is a tradition, although no formal relationship exists. School librarians regard the public library as a "back-up" resource, and often refer students there. Likewise, the public library shares its resources and training with the school libraries. For example, a public library staff member recently conducted a workshop to train school personnel in the operation of video equipment.

The public library and the school libraries should neither compete with nor duplicate each other. The cooperation which has existed so far is commendable, yet it is not enough. It has been random, uncoordinated, and based on the good will of individuals involved.

Only a coordinated, cooperative library program between the school libraries and the public library will yield the best library service to the students and the community at the lowest cost to the taxpayer.

A more formalized arrangement should exist between the libraries to foster and expand the spirit of cooperation, and to coordinate the libraries' efforts and expenditures to prevent competition and duplication of resources.

In addition to the traditional school system, there are numerous other educational facilities available to township residents. Opportunities for continuing education exist on both the formal and informal levels, particularly to the adult population.

The East Brunswick Evening School operates primarily from the local High School, offering a wide variety of programs for all ages and interests. Arts and crafts are well represented, as are domestic arts, foreign languages, and recreational activities. The program employs approximately 100 teachers, offers 100 courses, and reaches 2,000 people per session.

The Burr D. Coe Vocational & Technical School of Middlesex County is located in East Brunswick. This school offers courses primarily vocation or trade oriented, during evening hours for adults.

The East Brunswick Public Library provides information regarding these programs by disseminating brochures, catalogs and registration materials. An excellent relationship exists between the library and the Adult Evening School.

In the past, the library has presented previews of courses given by the instructors to help generate interest and publicity. Some programs have been videotaped and distributed via cable television. The library has sought the advice of the various instructors as to what materials the library could supply to support their programs. In addition, handicrafts done in the Adult Classes have been displayed in the library.

More formalized and degree-oriented educational programs exist very near to East Brunswick and many area residents participate. Rutgers University's main campus is located minutes from East Brunswick, as is Middlesex County College. These institutions, with their extensive part-time evening programs and relatively inexpensive tuition rates make formalized, degree-oriented, post-secondary education easily accessible to township residents.

While the Public Library does not compete with the college and university libraries in providing material in support of their curriculums, the library should continue its support of the adult and non-traditional learner within the community. The publicity, information dissemination and materials support services should continue, and more active roles in these programs explored.

G. COMMUNITY GROUPS AND ORGANIZATIONS

Community organizations play a large and vocal part in the East Brunswick environment. These local organizations span a broad spectrum in their orientation. They include political, service, religious and cultural organizations.

To determine more accurately the nature and extent of participation in community organizations, a questionnaire was sent to the chief executive of each known organization in East Brunswick. The questionnaire gathered information about the size of membership, frequency and duration of meetings, future projects, and goals of the organizations. Respondents identified types of special projects and events staged, and target audience and anticipated attendance at such events. Information relating to needs for meeting room facilities was also collected. The Library's continuously updated Community Organization List was used in conjunction with the questionnaire for data about the community groups.

Tables 5 through 7 summarize the information gathered about community organizations. The data suggest that individual involvement in community groups is high, and this involvement traverses a broad spectrum of interests. There are 13 different categories of groups represented in Table 5. There are significantly more organizations in the "service" category than any other, nearly twice as many as the second highest category. This fact speaks highly of the community of East Brunswick, with 32% of all community groups oriented to some type of service (including fire, police and rescue).

Religion also emerges as an important facet of community life. There are 15 congregations supporting 25 religiously-oriented groups.

Table 6 indicates that 57.1% of all community organizations meet only once a month, while 16.1% meet twice a month and 26.8% meet 4 times a month.

This results in a projected total of 344 meetings per month in East Brunswick. The average duration of each meeting is 2.65 hours or 2 hours and 40 minutes.

The data in Table 7 suggest that membership in community organizations is high. Educational/Political/Civic organizations average a high 256 members per organization. PTAs and neighborhood civic associations, as well as political party organizations, comprise this group, and the high average membership figure is not surprising considering the nature of these broad-appeal type groups. What is surprising is the apparent high average membership of the service groups, with an average 143 members. The high average membership of service groups coupled with the high total number of these groups combines to indicate that participation in community service is a widespread phenomenon in East Brunswick.

The questionnaire generated a 29.7% immediate response rate. This is expected given the nature of the questionnaire and the fact that there was no "follow up". This reponse rate is acceptable for the purposes of this report. Cultural groups represented the highest percentage of response, and recreational groups the lowest.

There are numerous implications for the Library contained in these data, in terms of planning, acquisitions, and services. First, the large number of community groups and the many types and categories they represent dictate that the library must serve a diverse range of interests.

The questionnaire response indicates that the service, religious, and cultural groups are being reached. This has implications for short-range planning: the library can serve those groups which it reaches who apparently already perceive the usefulness of the library. Services, programs, and acquisitions for these types of groups should be continued.

The Library must not ignore the other interests represented in community organizations, paying particular attention to those areas which are not the vocal or visible elements. The questionnaire response indicates that recreational groups are not being reached. This fact has long-range plan implications for the library. Services and programs should be devised which will be relevant to these groups, and publicity and public contact must be carried out to make these groups aware of what the library offers. Materials, acquisitions, and programs geared to the "how-to" side of sports techniques, lectures and films about recreational activities, and equipment repair and maintenance workshops are but a few examples of the ways in which the library may serve this vast and apparently unreached audience.

The apparent high degree of involvement by community members in organizations means that the library must plan its services to meet the needs of its "group users", as well as its "individual" users. Many individuals who are "non-users" for their personal needs may be reached through service to the groups to which they belong.

Group needs should not be secondary to individual needs. As an example, the high number of meetings which occur every month in East Brunswick has strong implications for the library. With nearly 350 meetings per month, the library's meeting room policy must be designed to facilitate community access; for if the library cannot serve a particular group through its collections or its programming, it can at least serve the group by providing a place to meet. The meeting room policy should also be designed with cognizance of the fact that the average meeting duration is slightly less than three hours. The meeting rooms are an invaluable resource for serving the broad range of community interests and groups in accordance with the goals of the library. Every effort should be made to utilize this resource to its fullest advantage.

TABLE 5

NUMBER OF ORGANIZATIONS BY TYPE

TYPE OF ORGANIZATION	NUMBER OF GROUPS
Civic Associations	14
Congregations	15
Cultural	14
Emergency and Police	4
Fire Companies	3
Auxiliaries	2
Parent-Teacher Associations	13
Political	9
Recreational	12
4-H Clubs	9
Religious Groups	25
Service	47
Veterans	8
Total	175

TABLE 6

FREQUENCY AND DURATION OF MEETINGS

FREQUENCY OF MEETINGS PER MONTH	% OF ORGANIZATIONS	(n)	PROJECTED # OF MEETINGS PER MONTH
1	57.1	(64)	100
2	16.1	(18)	56
4	26.8	(30)	188
	100.0		344

Average Duration (from sample of n=45) ... 2.65 hours

TABLE 7

AVERAGE MEMBERSHIP BY TYPE AND MEDIAN MEMBERSHIP OF ALL ORGANIZATIONS

TYPE	AVERAGE MEMBERSHIP	(n)	PROJECTED TOTAL PARTICIPANTS
Educational/Political/Civic	256	(36)	9216
Religious (excluding congregations)	68	(25)	1700
Cultural	56	(14)	784
Service (includes emergency, police & veterans)	143	(64)	9152
			20,852

(Note: above figures exclude church congregations and recreational organizations)

Median membership of all groups (from sample of n=45) ... 75

H. RECREATION

An inventory of the recreational facilities in East Brunswick indicates the diverse potential for recreation that exists. There are numerous municipally managed recreational programs. The Township operates a large swimming operation at Dallenbach's during the summer season. The municipal pond at the Civic Center is the site of annual fishing derbies sponsored by the Police Department. Ice skating is supervised there in winter.

The Township operates a "Teen Center" and a "Senior Citizen Drop-In Center" to help channel the free time of these two groups into meaningful and constructive activities as well as to provide fresh social outlets.

The Township's schools play a significant role in the East Brunswick recreation scene. Interscholastic and intramural programs serve the students and facility sharing with the Recreation Division is ongoing. The open spaces and outdoor recreation facilities at each school are enjoyed by both student and non-student.

Much county-owned recreational land is situated in East Brunswick, most notably the county golf course and the county fair grounds. Jamesburg Park is a large tract of undeveloped land which is being preserved in its natural state.

The Township Recreation Department recently conducted an analysis of the recreational and park facilities in East Brunswick as part of the current revision of the Master Plan. Some of the recommendations are for the acquisition of a site on the Raritan River for a municipal marina, development of a comprehensive system of bikeways, and creation of several smaller "neighborhood parks" throughout East Brunswick.

There are several private swim clubs located throughout the township, as well as commercial indoor "health spas". Local organizations sponsor such team sports programs for children as little league and midget football.

The more culturally oriented needs of the township are seen to by the quasi-public Arts Council, which has a highly developed program of musical happenings, art openings, and special concerts. Other local groups with a cultural flavor exist for poetry, ballet, opera, square dancing, photography, book discussion, choral music, drama, handicrafts, and local history. Several movie theatres are located in East Brunswick. Rutgers University offers many cultural and entertainment activities, as does nearby Princeton. Dedicated culture afficionados can find the best offerings in New York City, less than one hour away.

I. COMMUNICATION

East Brunswick is served by numerous communication agencies and instruments. This table summarizes the various print-oriented news agencies available to township residents:

NAME AND LOCATION	FREQUENCY	E.B. CIRCULATION (6/75)
New York Times	Daily	N.A.
Daily News (New York)	Daily	N.A.
Star Ledger (Newark)	Daily	3,644 (4,775 Sundays)
Home News (New Brunswick)	Daily	7,500
News Tribune (Woodbridge)	Daily	300
Sentinel (East Brunswick)	Weekly	10,161

Other than print media, several broadcast media serve East Brunswick. WCTC-WQMR radio serves all of Central Jersey with its 1000 watt AM (3000 FM) broadcast facilities in New Brunswick. The claimed listenership is 200,000 persons per week.

All of the major television networks serve East Brunswick from broadcast facilities in New York. More regionalized television service is provided by the state network, Jersey Vision. Middlesex Cablevision operates a cable television franchise in the Township.

The franchise to construct, operate and maintain a cable television system was awarded to Middlesex Cablevision, Inc. in August 1966. Construction began shortly thereafter, and operation commenced in 1968. There are twelve channels presently in use with expansion planned for the near future. Channel 8 is available for public access.

As of December, 1975, subscribers totaled 2,165 units, representing approximately 32% penetration of the potential audience. Approximately two-thirds of the residential areas of the community have access to cable. Of the remaining third, 90% require underground wiring which has delayed the installation of the cable. In the Spring of 1975, the municipal government approved an ordinance permitting the cable to be laid on the inside of the sidewalk (rather than on the street side). Thus, plans for extending the cable into underground areas are being made, with construction to commence in mid 1976.

The public senior high school, two junior highs, and 7 of the elementary schools have been wired to receive cable. Two of the three remaining elementary schools will be connected shortly. The one remaining is in an outlying area of the township, which is not economically feasible to wire at the present.

Through the early 1970's locally produced programs were sporadically aired over the cable's public access channel. Examples included League of Women Voters' Candidates' Forums and some high school sports contests produced by the public high school.

The public library acquired video equipment through a grant in June, 1974 and began taping library activities and local events of interest. Pressure grew from municipal officials and other groups to air these tapes over cable. In August, 1975 the library began a trial weekly broadcast of 30 minutes per week, first drawing on the backlog of locally produced tapes. In September, 1975,

the Video Librarian and the high school Video Coordinator developed plans to produce programs jointly. Dateline: East Brunswick became a reality on October 8, 1975.

Dateline: East Brunswick is a 30-minute community-oriented news and feature program aired three times weekly. Both the high school and library produce portions of the program. The format includes regular features such as a wandering reporter, clips from sporting events, interviews, and current happenings around town, as well as special features on various aspects of community life. Most of the labor involved in producing these programs is donated by high school students and adult townspeople trained in the medium by the public library.

At present, the cable franchiser has no production facilities. Programs are videotaped and edited by Library and High School staff using equipment owned by those agencies. The completed tapes and necessary playback equipment are then transported to the antenna site for transmission to subscribers. The cable franchiser does not plan to provide production studios, but plans are being completed to wire the municipal complex (including the new library building) for direct broadcasting. This should be completed by mid year, 1976. In addition, the cable manager plans to purchase a modulator and time base corrector to improve transmission quality.

The new library contains a video production studio. Initially, black and white half-inch, reel to reel format will previal. Upgrading the facilities for full color production with necessary accessories to provide top quality broadcasting is a goal. The studio will be in operation by the summer of 1976.

According to the goals of the library, this studio will be a public access studio allowing any member or group of the community to produce programs for broadcasting. Trained personnel will be available for production assistance. The library will regularly offer courses on the use of video equipment and production techniques and expects to loan out portable video equipment for taping in the field. The training sessions, which have already begun, will be continued.

The library is now regarded as the video center for municipal services. Thus, it is preparing videotapes that highlight services provided by the municipality: The Senior Citizens' Drop In Center, Finance Department and the Health Department are completed; Planning Department and Master Plan Development are currently in process with others to follow. Development of programs that will stimulate response to and increase participation in governmental processes as well as provide needed information to citizens is the goal. The video department is on-call for recording historic events, and fulfilling other requests as needed. The library has provided training sessions for both students and staff of several elementary schools.

The library also plans to develop and expand its own programming for broadcasting. Preliminary ideas include weekly story times for preschoolers, book reviews, special services series, and reference via video. All tapes that

are produced are available for in-house viewing and for loan to schools and interested residents or groups.

The new library building contains video viewing carrels for patron use. The staff anticipates a complete integration of videotaping capabilities with other programming efforts.

The video program is one which holds great communication, educational, informational and cultural potential for the East Brunswick Community. Library development of this medium should be a high priority item now and in the future.

Video program development is a means by which the library can stay abreast of public tastes as our society becomes less print-oriented. The library video production studio, with its direct broadcast capability via the local cable network, is a significant link between the community and the library. This unique resource should be explored and expanded to its fullest potential.

J. POPULATION CHARACTERISTICS

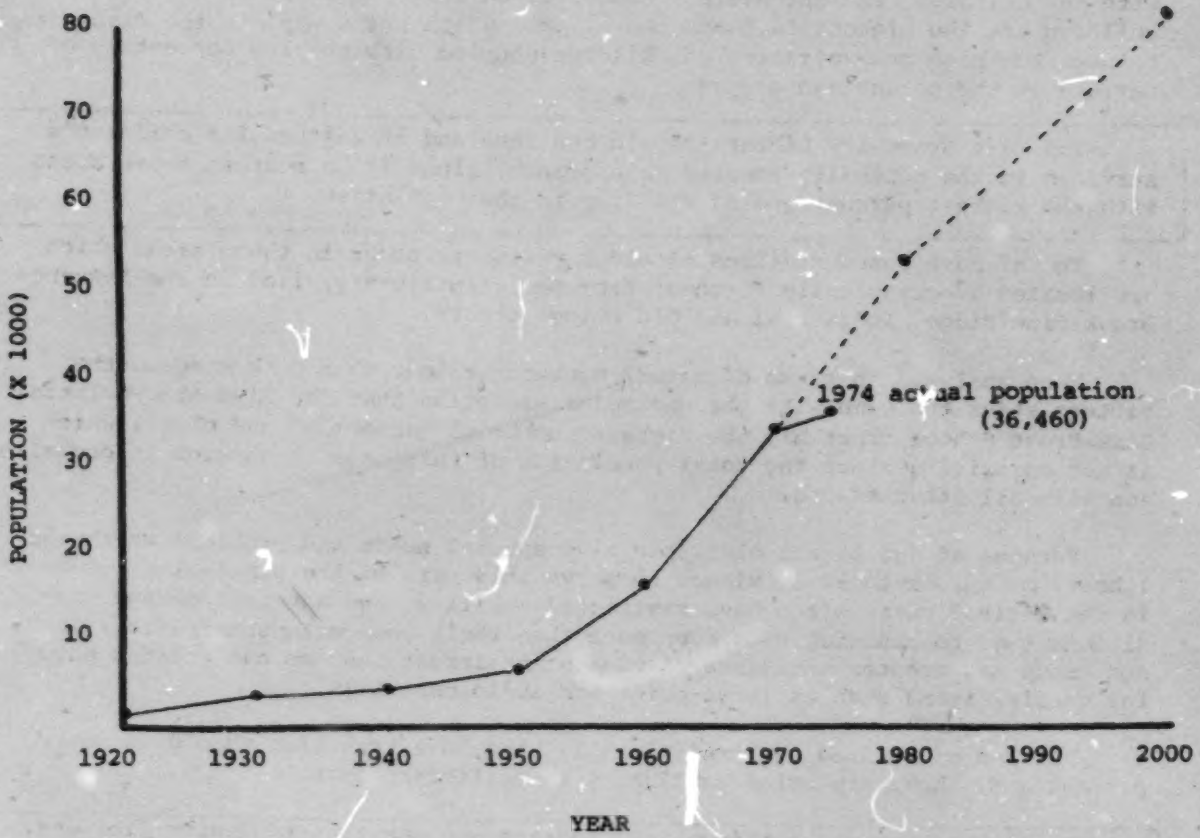
1. Size and Growth. The population of East Brunswick remained relatively low until the 1950's when the growth rate accelerated phenomenally. Between 1950 and 1960 the population increased 249.7%. Since 1960, the total population has continued to grow steadily to a 1970 figure of 34,166.

The projected growth figures call for a continued high rate of growth (55.5% between 1980 and 2000). The Middlesex County Planning Board estimates there will be 52,000 persons living in East Brunswick in 1980 and the Township Planning Officer predicts a figure of 55,000 in 1985.

The growth rate in the past four years has been slower than forecast. The population increased from 34,166 in 1970 to 36,460 in 1974, an increase of only 6.7% in total population in four years. As approximately 40% of the land within the municipality is undeveloped, several factors have contributed to the slowed growth rate. Among them are the general state of the economy and questions raised by the Supreme Court's "Mount Laurel Decision" on restrictive zoning. Taking advantage of this lull, East Brunswick is currently developing a Master Plan, and redefining its future growth patterns.

2. Age and Marital Status. Table 10 shows that the areas with the highest concentration of young people are those areas located geographically in the center of the Township. Riva Ave.-Colonial Oaks-Frost School and Irwin School areas have the highest percentage of infants (0-2 years), and both have the highest percentages of pre-school children (3-4) and school-aged children. This trend is exaggerated by the fact that the Riva Ave.-Colonial Oaks-Frost School tract has the highest total population (32.4%) of any tract in the Township, almost twice the number of the next highest tract. This means that the actual number of children in these areas is more than twice what is found in other tracts.

TABLE 8. Population Growth



YEAR	1920	1930	1940	1950	1960	1970	1980	1990	2000
TOTAL POP.	1800	2711	3706	5699	19,928	34,166	52,377*		81,668*
% INCREASE		50.6	36.7	53.8	249.7	71.4	53.3	55.5	

*Projections of the Middlesex County Planning Board, 1967

These same two tracts both display the lowest percentage of older residents. One might expect that a high concentration of children requires an equally high concentration of persons in the age group of young parents, but as shown in Table 12, the average number of children per family, the percent of families with any children, and the average number of children in those families with children are the highest in these two tracts, which helps explain the discrepancy between the high concentration of children coupled with the low percentage of persons in the parent age groups.

The East Brunswick Library should continue and strengthen its children's services in the centrally located main branch, since it is nearest those areas with the highest percentages of children in the population.

The highest concentrations of older residents occur in those areas which are located geographically furthest from the main library, i.e. in the Lawrence Brook-Pine Ridge, Industrial and Old Bridge tracts.

When analyzed in terms of actual numbers rather than percentages, the pattern stays the same with the one major exception that the Riva Ave.-Colonial Oaks-Frost School tract has the highest number of persons 65 and older, which is not surprising since the total population of this area is so high in comparison with all other tracts.

Persons of age 65 and older may have special needs and problems which the library must look to if it wishes to serve this part of the population. Persons in the retired years often have restricted mobility, and adverse weather conditions tend to restrict them even more than their younger counterparts. This age group has greater incidence of vision impairment, and so has greater need for special items such as large-print and audio materials.

Persons of retired age traditionally have more free time than do younger persons and, thus, are prime candidates to be library users.

The library should continue its programs and services to Senior Citizens, paying particular attention to the high concentration areas in the Old Bridge tract and the Lawrence Brook-Pine Ridge tract, and paying attention to the unique limitations and characteristics of this age group. Any mobile service unit, branch system, or drop off location development must consider their needs. Expansion of services to older adults in the Old Bridge District at the DeVoe Branch may be one alternative the library may wish to explore.

Table 9 demonstrates that for marital status, East Brunswick is composed of a very nearly homogeneous population. The percentage of single, married, widowed and divorced residents in each tract differs only slightly from the total East Brunswick average.

Of significance may be that the Old Bridge tract has the highest percentage of widowed individuals, as could be expected in a tract with the oldest population. The highest actual number of widowed persons reside in the Riva Ave.-Colonial Oaks-Frost School tract.

Widowed individuals are likely to need inspirational and entertaining material, as well as fresh social outlets.

TABLE 9. Marital Status of Persons 14 Years and Older

% IN EACH CATEGORY BY TRACT

TRACT #	64.01	64.02	65	66	67.01	67.02	EB TOTAL
	n=4678	n=1862	n=3576	n=7073	n=3165	n=2441	N=22,795
SINGLE	23.5	24.2	24.7	22.6	24.0	26.0	23.8
MARRIED	71.5	68.8	70.4	73.0	71.6	67.0	71.1
WIDOWED	3.7	5.0	3.7	3.6	3.3	5.5	3.9
DIVORCED	1.3	2.0	1.1	0.8	1.1	1.5	1.2
TOTAL	100.0*						100.0*

* Totals vary slightly due to rounding error

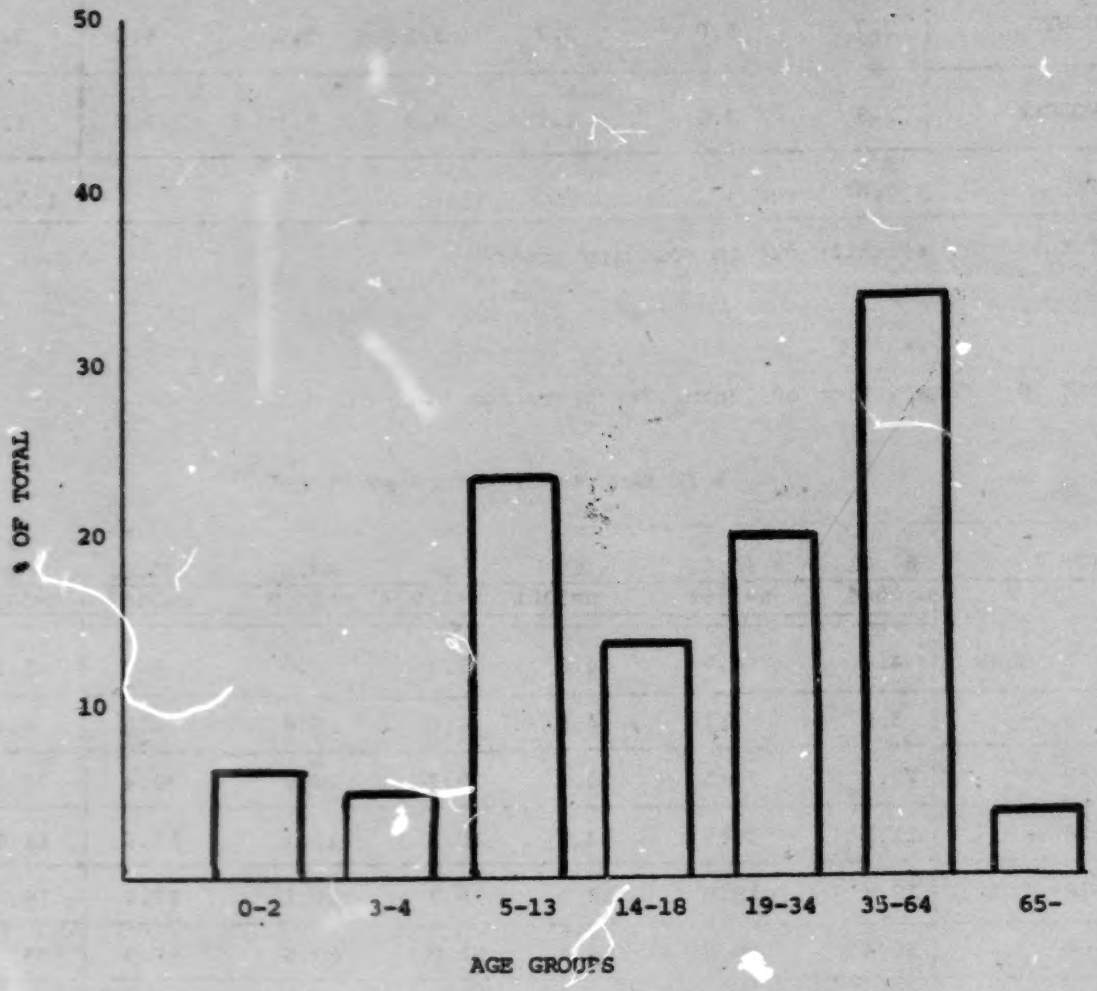
TABLE 10. Composition of Census Tracts by Age Groups

% IN EACH TARGET GROUP BY TRACT

LIBRARY SERVICE TARGET GROUPS	TRACT #	64.01	64.02	65	66	67.01	67.02	EB TOTAL
		n=6664	n=2599	n=5301	n=11077	n=5058	n=3467	N=34166
	- 2 YEARS	4.4	4.7	4.6	5.7	6.0	4.9	5.2
	3- 4	3.0	4.1	4.8	4.8	5.4	4.2	4.4
	5-13	22.4	19.5	23.2	25.7	26.0	20.4	23.7
	14-18	11.2	10.7	12.0	10.3	11.1	11.6	11.0
	19-34	19.4	18.8	18.1	18.7	19.1	17.7	18.7
	35-64	35.4	36.9	34.4	32.0	30.5	35.9	33.6
	65+	4.2	5.2	2.9	2.8	1.9	5.1	3.4
	TOTAL	100.0*						100.0*
	% OF EACH TRACT TO TOTAL EB POPULATION	19.5	7.6	15.5	32.4	14.8	10.1	

TABLE 11. Age by Target Service Groups

EAST BRUNSWICK TOTAL POPULATION



NOTE: Categories are not of equal size

3. Family Structure. The average number of children per family and the percentage of families with children are the highest in the adjacent Town Core, Riva Ave.-Colonial Oaks-Frost School, and Irwin School tracts. In terms of library service, this means that the greatest concentrations of children are located in the central section of the township, where the main library is located. Thus, services in the main branch should be geared toward children and their parents.

4. Current and Projected School Enrollment. The current school enrollments are summarized in Table 13. The information shows that overall public school enrollment in East Brunswick declined slightly from 1974, with the greatest decline in the elementary school enrollments. This trend is predicted to continue, according to a ten year projection done for the Board of Education.* The results of this projection are summarized in Table 14.

The Board of Education is currently conducting a comprehensive census of pre-school age children in the Township. Results of this study will be analyzed by the library.

With the projected decline in public school enrollment, the East Brunswick Library may experience some decline in demand for K-12 school assignment-oriented materials and services, if such factors as school/library operations, instructional methods, and lesson plans remain constant.

5. Education Level. As illustrated in Table 15, there are some striking differences in the educational levels of Township residents in the various tracts. Two areas in the Township stand out as having the highest percentage of college educated residents and the highest median school years completed. These are the Lawrence Brook-Pine Ridge tract and the Riva Ave.-Colonial Oaks-Frost School tract.

This is in marked contrast to the Industrial tract and the Old Bridge tract, where less than 14% of residents have any college education, less than 50% are high school graduates, and more than 25% have only an eighth grade education or less. Only in these two tracts does the median school years completed fall below 12.0.

The remaining two tracts comprise a population whose educational level is very near the average for all of East Brunswick. This means there are roughly equal numbers of residents whose educational status resembles that in the highly educated tracts as in the not-so-highly educated tracts.

There are several implications for the library contained in these data. First, since the Lawrence Brook-Pine Ridge tract demonstrates the highest level of education, it may be considered as a prime area to contain potential library users. (Actual use patterns will be examined later in this report). The fact that this tract is located geographically the furthest from the main library may be of significance here, as well as the fact that a significant portion of this

*"East Brunswick School Enrollment Projection 1975-76 to 1984-85: A report study made at the request of the Board of Education of East Brunswick, New Jersey." Office of Field Research & Studies, GSE, Rutgers University, March, 1975.

TABLE 12. Family Structure

TRACT #	64.01	64.02	65	66	67.01	67.02	EB TOTAL
# OF FAMILIES	1674	664	1296	2621	1141	839	8235
# OF CHILDREN	2594	936	2223	4942	2310	1323	14,328
AVG. # OF CHILDREN/FAMILY	1.55	1.41	1.72	1.89	2.02	1.58	1.74
# OF FAMILIES WITH CHILDREN	1108	433	944	2001	920	550	5956
% OF FAMILIES WITH CHILDREN	66.2	65.2	72.8	76.3	80.6	65.6	72.3
AVG. # OF CHILDREN FOR THOSE FAMILIES WITH CHILDREN	2.34	2.16	2.35	2.47	2.51	2.41	2.41

TABLE 13. Current School Enrollment

GRADE	SEPT. 1975	SEPT. 1974	% CHANGE
K	749	-	
1	686	-	
2	675	-	
3	735	-	
4	732	-	
5	790	-	
6	789	-	
S[1]	68	-	
TOTAL ELEMENTARY	5224	5317	-1.7%
7	818	-	
8	731	-	
9	840	-	
10	858	-	
11	806	-	
12	780	-	
S[1]	77	-	
TOTAL SECONDARY	4910	4941	- .6%
TOTAL ALL GRADES	10134	10258	-1.2%

[1] includes special classes and bedside instruction

SOURCE: East Brunswick Public Schools, Board of Education

TABLE 14. Projected Public School Enrollments

TOTAL PUBLIC SCHOOL ENROLLMENT PROJECTIONS

SCHOOL YEAR	LOW ESTIMATE*	HIGH ESTIMATE**
1974-5+	10,123	10,123
75-6	10,079	10,079
76-7	9,984	10,094
77-8	9,802	10,036
78-9	9,491	9,854
79-80	9,219	9,726
80-1	9,039	9,679
81-2	8,805	9,609
82-3	8,579	9,524
83-4	8,355	9,435
84-5	8,186	9,389
% TOTAL CHANGE	-19.1	-7.25

*based on 150 additional single family home equivalents annually
**based on 300 additional single family home equivalents annually
+actual Sept. 1974 enrollment not including special or bedside inst.

tract is isolated by the New Jersey Turnpike which traverses the Township through this tract.

A second implication is that the diverse educational levels existing within the Township mandate that the Library play a diverse and comprehensive role if it wishes to serve the entire population. The expectations of a college educated community as to library service will differ markedly from those of a community with less than half high school graduates, a community which may have few or no library service expectations. Information needs of these two groups will also differ, as will the reading level.

The library must strive to become relevant to all residents in the Township regardless of their educational level, remaining cognizant of the fact that the more highly educated are more likely to already be library users, and thus more articulate of their needs and expectations. The unexpressed yet real library needs of the less-highly-educated must not be ignored.

6. Income. Table 16 illustrates that income distribution in the Township follows the same pattern as does level of education as shown in Table 15. Two tracts, Lawrence Brook-Pine Ridge and Riva Ave.-Colonial Oaks-Frost School, exhibit the highest income characteristics, with approximately 60% having a family income over $15,000 per year. The median income for these two tracts are $17,274 and $16,939 respectively. These also both display the lowest percentage of families in the $8,000 to $14,999 income range, both nearly 10 percentage points below the total East Brunswick average.

At the other end of the spectrum are the Industrial tract and the Old Bridge tract. These tracts display almost 75% of families with income of $14,999 or less, and the median family income is the lowest in these areas as well.

Following the pattern displayed in Table 15 the remaining two tracts display income characteristics very near the total East Brunswick average, with the minor difference being in the direction of lower income.

Comparing the data from Table 16 and Table 15, it can be seen that there is an apparent correlation between level of education and income in East Brunswick. East Brunswick residents compare favorable when matched against the total population of Middlesex County, New Jersey and the entire United States.

Implications from Table 16 parallel those made from Table 15. The Lawrence Brook-Pine Ridge area is again identified as an area with a high percentage of potential library users, to which particular attention must be paid since the geographic location is least convenient to library use. Also, the diversity in the income levels within the Township dictates diverse and comprehensive "service-acquisitions-programs" policy requirements if all Township residents are to be served equally.

Table 15. Years of School Completed

% OF POPULATION 25 YEARS AND OLDER BY TRACT

TRACT #	64.01	64.02	65	66	67.01	67.02	EB TOTAL
1-4 YEARS OF COLLEGE	48.5	11.7	28.8	44.2	26.7	13.2	24.4
1-4 YEARS HIGH SCHOOL	40.9	60.5	56.7	45.2	56.8	59.4	50.5
0-8 YEARS ELEMENTARY	10.6	27.8	14.5	10.5	16.5	27.4	15.1
	n=3474	n=1383	n=2663	n=5411	n=2445	n=1761	N=17137
MEDIAN SCHOOL YEARS COMPLETED	13.0	11.9	12.4	12.8	12.4	11.9	12.4
% HIGH SCHOOL GRADUATES	79.6	49.0	67.0	77.3	67.8	48.9	68.7

Table 16. Income Characteristics of Families

	% IN EACH INCOME CATEGORY BY TRACT						
TRACT #	64.01	64.02	65	66	67.01	67.02	EB TOTAL
	n=1661	n=670	n=1292	n=2648	n=1118	n=835	N=8224
Less than $5000	4.6	5.5	5.4	3.0	3.7	4.8	4.2
$ 5,000- 7,999	3.1	11.5	7.1	4.2	4.8	9.9	5.7
$ 8,000-14,999	32.1	59.2	47.5	34.6	47.9	59.6	42.5
$15,000-24,999	44.6	21.6	32.4	42.3	35.8	22.9	36.6
$25,000-49,999	13.3	2.1	6.7	14.5	6.9	2.7	9.8
Over $50,000	2.2	-	0.7	1.4	0.9	-	1.1
Total	100.0*						100.0*
Median Income	$17,274	11,719	13,534	16,939	14,081	12,299	14,645

* Totals vary slightly due to rounding error

Median Income for E.B. Total	$14,645
Median Income for Middlesex County	11,981
Median Income for New Jersey	11,407
Median Income for United States	9,590

7. Occupational Characteristics. The occupational characteristics as shown in Table 17 follow the pattern established in Table 15 and Table 16, with the same two tracts, Lawrence Brook-Pine Ridge and Riva Ave.-Colonial Oaks-Frost School exhibiting occupational characteristics most logically associated with high education and high income levels. The Professional/Managerial category, which includes technical and administrative occupations, finds its greatest representation in these two tracts.

The highest concentrations in the Skilled Workers category, which includes construction personnel, skilled workers, mechanics, repairmen, machine operators and transport equipment operators are found in the same two tracts identified by Table 15 and Table 16 as the lower income and educational level areas.

When viewed in terms of actual numbers, rather than percentages, the Professional/Managerial category emerges as representing the highest number of workers, since their high concentrations are in the tracts of highest actual population. Also, this category represents the largest of the four in the total East Brunswick average.

8. Unemployment. The currently available employment figures at the time of this writing indicate that unemployment in East Brunswick is not as statistically severe as that in Middlesex County or New Jersey. Figures generated by the state preferred method of estimation indicate that 8.8% of the labor market in East Brunswick is currently without employment (see Table 18). While this figure compares favorably with the percentages without employment countywide and statewide, its significance should not be underemphasized. 8.8% of the labor market represents between 1400 and 1500 persons, and these persons are prime targets for library service. They are apt to need information on employment opportunities and potential new careers. Unemployed persons will need accurate information concerning various public assistance programs for which they may be eligible. With more free time and less disposable income available to them, unemployed persons may turn to the library for their recreational and entertainment interests.

The library should strive to provide multi-faceted service to the unemployed segment of the population, encompassing career and employment information, programs for career change, and factual data about public assistance programs such as unemployment benefits, food stamps, and welfare. In addition, the library should continue to fulfill the recreational and entertainment needs of the community, with special attention to the interests of unemployed persons.

Table 17. Occupational Characteristics

	% IN CATEGORY BY TRACT						
TRACT #	64.01	64.02	65	66	67.01	67.02	EB TOTAL
	n=2610	n=1116	n=2008	n=3981	n=1859	n=1394	N=12968
Professional & Managerial	52.9	14.2	35.4	44.9	33.2	15.9	37.5
Sales & Clerical	25.4	25.2	23.4	27.9	22.8	28.0	25.7
Skilled Workers	14.6	44.3	28.3	20.0	33.1	42.5	26.6
Labor, Service	7.2	16.3	12.9	7.2	10.9	13.6	10.1
Total	100.0*						100.1*

* Totals vary slightly due to rounding error

Table 18. Unemployment in East Brunswick, Middlesex County, and New Jersey

	FALL 1975*	
	State Preferred Method	Bureau of Labor Statistics Method
East Brunswick	8.8%	6.8%
Middlesex County	12.6%	10.1%
New Jersey	13.6%	11.3%

* Data for East Brunswick are from October, 1975 information. All other figures are for September, 1975.

Source: N.J. Department of Labor and Industry, Trenton, New Jersey

CHAPTER III

LIBRARY ORGANIZATION AND RESOURCES

A. HISTORY

The first public library activity in East Brunswick took place in 1944 when Mr. Fred DeVoe, a prominant local attorney and veteran State Assemblyman, gave to the Township the old residence on Main Street in the Old Bridge historic area which had been the childhood home of his mother, Mrs. Alice Appleby DeVoe. The gift was conditional in that the Township was asked to use it for library purposes, and in so doing to memorialize Mrs. DeVoe.

Through the next 23 years, an Association Library was operated in these premises. Although a professional librarian was not employed, advice and council of the State Library was regularly sought, the collection was periodically audited, and some financial support was provided by the Township.

In 1957, the East Brunswick Kiwanis Club convened a meeting to consider long range library needs in the Township. With the encouragement of the East Brunswick Chamber of Commerce, a new association was formed for the purpose of promoting the establishment of a municipal library. The new association sought and received the complete support of the Alice Appleby DeVoe Memorial Library Association in its effort to bring about municipalization as recommended by the State Library.

A library referendum held in 1961 was defeated by more than 500 votes. A second referendum in 1962 was again defeated. The Association persisted and after three years of planning and a comprehensive educational campaign, the third referendum was held in 1965 and passed by 43 votes.

The first library Board of Trustees was organized in January, 1966; the first Director was employed in June that year. Following a year of collection and staff development, the East Brunswick Public Library opened for business in the basement of the Municipal Building in May, 1967.

Before the opening of the main library, the DeVoe Association petitioned the Municipal Library Board to take over its operation, and this request was granted. The Association used most of its financial reserves to put the building in first class condition. It was then turned over to the Municipal Library, which operated what became its first branch library even before the main library was opened to the public. As indicative of the spirit which prevailed, the DeVoe Association turned over the remainder of its funds to the new main library with the request that they be used for carpet in the children's area. The DeVoe Association then voted itself out of existence.

Although it was orginally planned that the Township would capitalize a separate building for the Public Library by 1972, it was not until October of 1971 that the Mayor appointed a citizens' committee to assess library building needs. That committee reported in February, 1972, recommending construction of a 30,000 sq. ft. structure. Two months later, the Township Council told the Library Board it could not authorize more than a 20,000 sq. ft. structure. The Library Board then employed a consultant to determine what it might do within the framework of the Council's charge. Armed with the consultant's study, which recommended a 34,000 sq. ft. structure, and following consideration of many alternatives, the Board returned to the Council in November, 1972. This time, Council would only authorize a 22,500 sq. ft. building.

The Board employed architects for the project, and in March, 1973 the Council made preliminary plans for a bonding ordinance of $1.3 million.

Council then changed its thinking and suggested that the Library Board consider a larger building which might provide some needed meeting space for the community.

In May, 1973, the Council recommended that a bonding ordinance in the amount of $1.7 million be prepared, and that the Board build as much as it could for that amount of money.

In October, 1973, the Board returned to Council with its plans for a 34,000 square foot structure, and in November, Council gave its final commitment to those plans. Preliminaries to building occupied the next 12 months. The ground breaking ceremony was held on December 1, 1974. Construction began that winter, and the building was completed one year later. The Library moved from the basement of the Municipal Building, its cramped and crowded home for a decade, into the new building in April, 1976. The new building was formally dedicated on June 13, 1976.

B. ORGANIZATION

Creation of the library is authorized under Chapter 2-5.2d of the Revised General Ordinances of the Township of East Brunswick. This statute provides for the creation of a Board of Trustees consisting of the Mayor, the Superintendent of Schools, and five citizens appointed by the Mayor with the advice and consent of the Council. The Board of Trustees is a corporate body with the status of a statutory agency; it is not assigned to any department, but rather reports directly to the Mayor and the Council.

The powers and duties of the Board of Trustees are defined in New Jersey Statutes. (40 N.J.S.A. 54-1 et. seq.). These statutes state that the Board "shall hold in trust and manage all property of the library," "construct buildings," "purchase books...and other reading matter," "hire librarians and other necessary personnel, and fix their compensation, make proper rules and regulations," "and generally do all the things necessary and proper for the establishment and maintenance of the free public library in the municipality." (40 N.J.S.A. 54-12). The Board must also report annually on it's

"transactions, accounts, and the state and condition of the library." (40 N.J.S.A. 54-15). The board may borrow or invest money, and enter into joint library agreements with other municipalities.

In short, all legal authority and responsibility is vested in the library Board of Trustees.

The Board of Trustees appoints the library Director who is charged with the direct operational management of the library. The Director must be a professional librarian knowledgable in all facets of librarianship and library management. The many responsiblities of this position include preparation of budgets, management of funds, administration of personnel policy and procedures, and direction of library program development.

The Director regularly informs and advises the Board of Trustees through reports and presentations on current library activities and program status. As head librarian, the Director functions as the communication channel between the Board of Directors and the library staff. The Director must also be aware of current developments in librarianship and in the local community so as to advise the Board regarding the implications for the library.

The Director is charged with management of the staff, including staff development through continuing education programs and professional workshops.

Staff functions are divided into several departments, each managed by a professional librarian. These departments are: Adult Services, Reference Services, Children's Services, Circulation, Technical Services/Acquisitions, and Audio-Visual Services. Each department head is responsible for management of all functions and staff in that department, preparation of departmental budgets, program development and administration, and management within existing budgetary constraints.

There are currently 9½ professional positions in a total staff of 30 full-time-equivalents. This yields a ratio of nearly two non-professional staff members for each professional librarian. Table 19 illustrates the organization of the library staff.

C. FINANCIAL SUPPORT

The library has enjoyed a generous share of financial support from the Township, particularly in recent years. The per capita expenditure has grown from $2.00 in 1966 to near $10.00 in 1976. Such apparently dramatic growth in per capita expenditure may be partially explained by the diminished buying power of money in these inflationary times. Table 20 compares library expenditures with the Consumer Price Index for the decade that the library has been in existence. From this table it can be seen that what cost $100.00 in 1967 required $166.60 to purchase in 1975. Any analysis of the growth in library funding must be done in the context of the reduced buying power as reflected in the Consumer Price Index.

Table 19. Organizational Chart of the Library

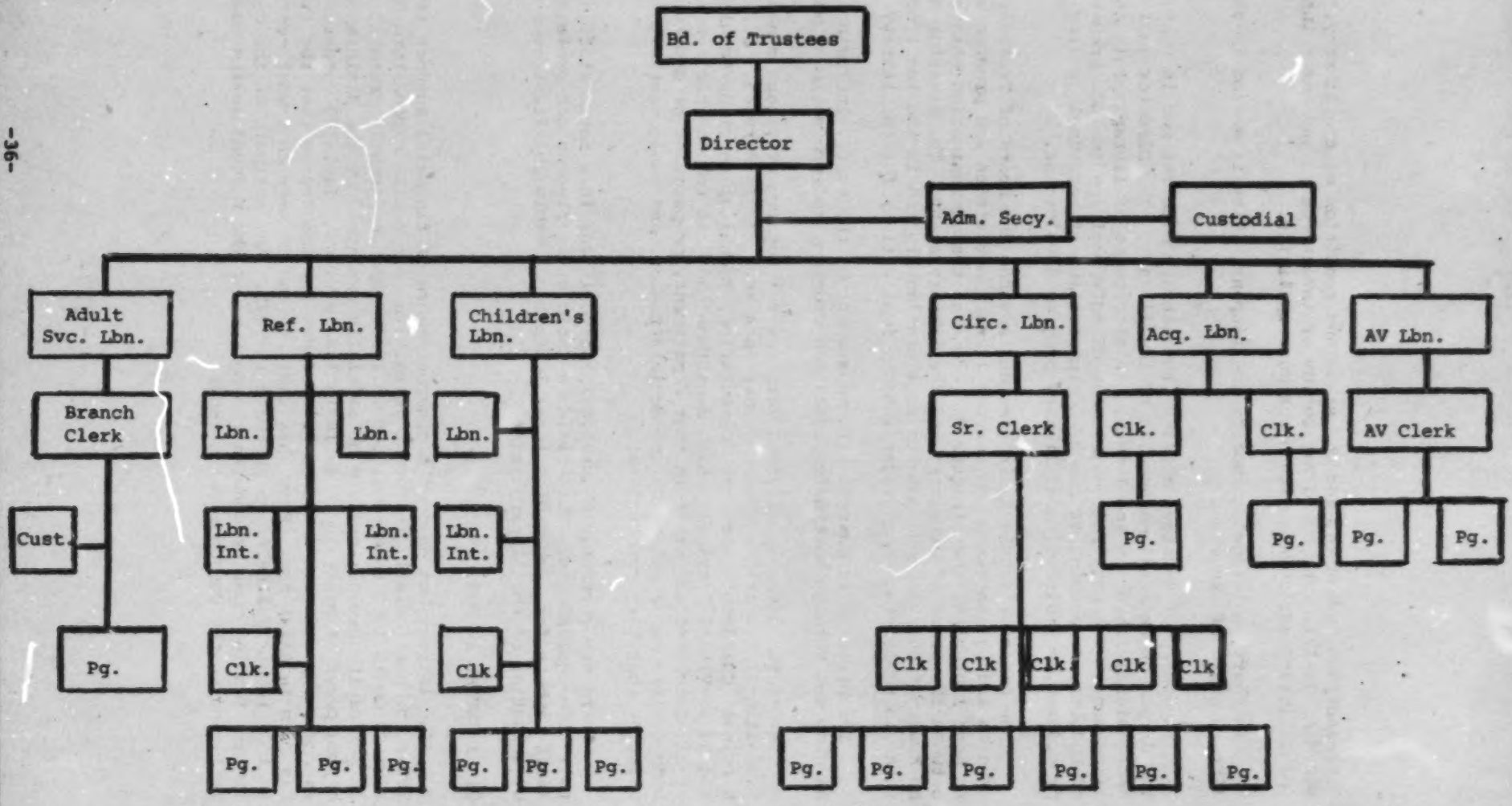


Table 20. Financial Support of the Library

YEAR	LOCAL TAX APPROPRIATION	STATE AID	TOTAL EXPENDITURE**	POPULATION	PER CAPITA EXPENDITURE	NORTHEASTERN REGION CONSUMER PRICE INDEX
1966	$57,800	$1,997	$59,797	29,630+	$2.02	97.5
1967	61,200	8.873	70,000	30,660+	2.28	100.0
1968	67,500	10,852	82,539	31,410+	2.63	104.3
1969	85,000	12,070	115,922	32,260+	3.59	110.8
1970	100,000	14,295	122,422	34,166	3.58	119.0
1971	120,000	24,130	158,289	35,080	4.51	125.9
1972	140,000	27,426	188,000	35,850	5.24	131.4
1973	182,000	30,959	218,810	36,420	6.00	139.7
1974	253,000	34,166	305,550	36,460	8.38	154.8
1975	298,925	31,176	358,101	36,790	9.73	166.6
1976	400,000	21,000*	454,940			

+source: N.J. Department Labor & Industry. Office of Business Economics, provisional state estimates unadjusted for 1970 Census

*anticipated

**includes all sources of income

-37-

State aid has been diminishing in recent years, and at this time there is nothing to indicate that it will return to its previous levels. This has definite short range planning implications for the library.

The library should continue to seek a high level of state aid, but it should not become dependent on this source of income to support its basic services.

In addition to the local appropriations and state aid, the library receives additional revenues from fines, donations from the Friends of the Library and other gifts, and rent of the upstairs apartment at the DeVoe Branch. These monies are not a significant portion of the operating budget.

Still another source of revenue for the East Brunswick Library is grants. The library regularly applies for and receives grants for specific projects and programs. These are used to fund special and innovative activities not previously funded under the regular budget. These grants are an excellent way to increase services and programming without increasing direct cost to the taxpayers.

The library should continue to seek grant support for its new programs and services. This should be a high priority item, if the library wishes to stretch its budgets to the fullest in these financially restrictive times.

D. BUILDING RESOURCES

(Note on the American Library Association Interim Standards for Small Public Libraries:

The American Library Association's recommended minimum standards must be approached with certain reservations. They are dated and likely to be revised or upgraded in the near future. Also, since these standards are developed nationally, they do not reflect the unique character of a local community, or its library service needs and expectations. For example, the minimum floor space standards do not take into account outreach or bookmobile services which often supplant the need for building space, yet enhance the level of library service. The American Library Association standards are too hypothetical to be applied with equal authority to every library.

The residents of East Brunswick have grown to expect a level of library service in excess of the current American Library Association minimum recommendations. These locally defined service demands should be of primary concern in library planning. They are the prime determining factors of local library standards. Nationally developed, generalized standards lose their value in a unique community such as East Brunswick. The library must guard against the indiscriminant use of such standards as reasons for complacency or as rationalizations for inaction.)

The American Library Association recommends that a public library serving a population of 25,000 to 49,999 have a minimum total floor space equal to 0.6 square foot per capita. A population of 36,790 (1975 official state estimate for East Brunswick) would dictate a minimum floor space of 22,074 square feet.

The present library building contains 34,600 square feet total floor space. This exceeds the American Library Association recommended minimum floor space requirement by 36.2%.

East Brunswick's revised Comprehensive Master Plan (May 19, 1976) calls for a Township population of 50,000 within the decade. Applying the American Library Association recommended minimum standard of 0.6 square foot per capita to this projected population results in a 30,000 square feet total floor space requirement. The present library structure will be adequate to meet this minimum recommended standard.

The Township Master Plan projects a future population of 65,000 by the year 2000. Again applying the present 0.6 square foot per capita minimum floor space requirement (with reservations noted), the present library building will not be adequate to meet the minimum standards. Although this projection is a quarter century into the future, the library must consider the possibility of expansion to meet needs in the future. Although planning for such expansion now may be premature, the library must guard against taking any actions which would preclude the possibility of expansion. It should be noted that the present library building is designed such that wings may be added to the South and West if future expansion is required. A mezzanine is also a possibility.

TABLE 21. Projected Minimum Floor Space Requirements

YEAR	POPULATION	TOTAL FLOOR SPACE REQ.*
1975	36,790	22,074
1985	50,000+	30,000
2000	65,000+	39,000

* based on ALA recommended minimum at .6 sq. ft. per capita population served

+ projections of revised Comprehensive Master Plan (May, 1976)

The library building is situated very near to the geographic center of the Township, and very close to the population center. As such, the library is most convenient to those patrons who live in the central parts of the Township. The library is least convenient to those residents living in the Lawrence Brook-Pine Ridge tract, the Riva Ave. (Farrington Lake) area, and the Old Bridge district. These are the outmost lying areas of the Township. Of these three areas, two are densely populated: Lawrence Brook-Pine Ridge and Old Bridge. Of these two, one is served by a branch library, the Alice Appleby DeVoe Memorial Library in the Old Bridge district. The other outlying

areas are served only by the main branch, and these areas both lie more than five miles from the library. The demographic characteristics of these areas (discussed in Chapter 2) indicate that residents of both areas display characteristics typically associated with high public library use (i.e. high income and education levels). It is reasonable to expect, then, that residents of these areas will have high library service needs and expectations, but library use may be inhibited by the distance factor. (Library use is discussed in Chapter 4).

The library must analyze the needs of those areas which lie furthest from the building with particular concern. The library must explore alternate possibilities other than centralized services in the main building to reach these outlying areas. Possibilities include introduction of media-mobile services or creation of additional branch libraries.

E. MATERIALS COLLECTION

1. Size. The materials owned by the East Brunswick Library represent a diverse and rapidly growing collection. In addition to the more than 75,000 books, the library handles magazines, pamphlets, records, filmstrips, projectors, 8mm and 16mm films, sculpture, mini-masters (juvenile art prints), puppets, science experiment kits, video tape production and play back equipment, and best seller rentals, all of which are available for patron borrowing. Posters, framed art reproductions, and audio cassettes will soon be added to this list.

During 1975, the collections size increased 17.1% as shown in Table 22. The size of the collection exceeds the minimum standards recommended by the American Library Association by 5.8%.*

As the library continues to grow extensive collection development should keep the library well above the minimum recommended standards.

Table 22. Size and Growth of Book Collection, 1975

MONTH	BOOKS ADDED	TOTAL ADDED 1975	CUMULATIVE TOTAL VOLS.	% INCREASE
January	824	824	65,589	
February	791	1615	66,380	
March	935	2550	67,315	
April	1135	3685	68,450	
May	1637	5322	70,087	
June	1041	6363	71,128	
July	1435	7798	72,563	
August	745	8543	73,308	
September	693	9236	74,001	
October	862	10098	74,863	
November	541	10639	75,404	
December	606	11245	76,010	17.1

* Interim Standards for Small Public Libraries, ALA 1962 (based on 50,000 volumes plus 2 book per capita for population served over 25,000)

2. Age of Collection. Table 23 and 24 show the age of the collection. From Table 24 it can be seen that the collection is realtively young, as 64.5% of books owned have been published since 1966. Of the total collection fully 49.1% has been published since 1970. Approximately 35% of the material in the library was published before the library opened in 1967, indicating that significant retrospective collection development has occured. Table 23 more graphically illustrates the currentness of the collection, where the highest percentage of books owned are those published in 1974-75.

3. Usage of Collection. Table 25 demonstrates that the collection is used extensively. Fully 82.2% of the sample had circulated in 1975. Of the 17.8% remaining 12.2% had its last circulation in 1974. Only 6% of the sample had not circulated since 1973 or before. The young and extremely active qualities in the collection may be partially explained by several factors including expertise in book selection, the active weeding policy, and the nature of the population being served.

Table 24 demonstrates that the date of publication bears no apparent correlation with the date of last circulation. Only those published before 1950 (9.6% of total collection) fail to maintain the near 80% mark for current year circulation. Still 51.5% of all pre-1950 books have circulated within 1975, and 24.2% of those remaining last circulated in 1974. These data indicate that there does not exist in the collection a significant portion of "dead" material, that which is old and useless and preempting precious shelf space.

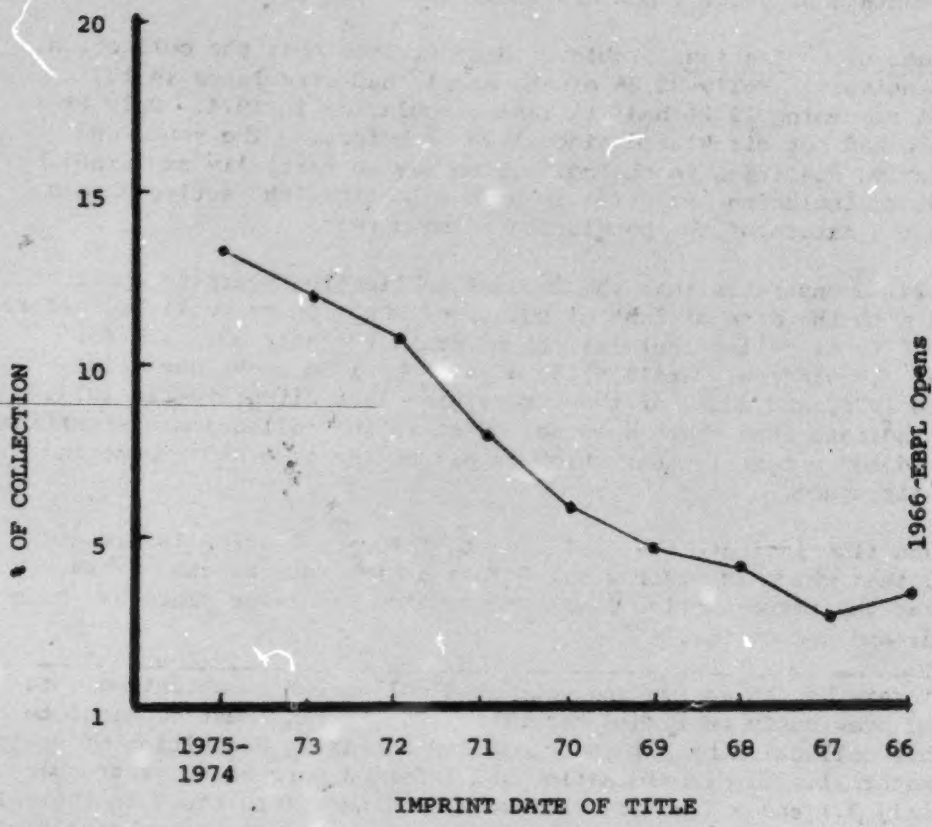
The data also indicate that while most of the collection is new and up-to-date, that which is older still enjoys a high rate of use. This suggests that the retrospective development which has taken place has been both careful and successful.

The Library has an active and well-used collection representing both recently and previously published material. The Library must continue to maintain this collection by 1.) judicious and extensive acqusition of newly available material, 2.) discriminating and informed purchase of retrospective material, 3.) and a dynamic continuous weeding effort based on logical and realistic criteria. The young age and high degree of use indicate that the library need not expend extensive effort at this time to weed the collection. However, the weeding function should be built into the library policy and procedure to insure a fresh collection in the future.

4. Composition of Collection. Table 26 describes the collection in terms of its composition by type of material. Approximately 45% of everything owned is Adult Non-Fiction and approximately 18% is Fiction (including mystery and all large type books). Slightly less than 5% of titles owned are biographies, while 8% is Juvenile Fiction.

Table 27 compares what is owned with what is published in the United States. Fiction represents a significantly greater part of the collection in East Brunswick than it does to the industry of publishing where it occupies only 9.7% of the book trade. This does not mean that the library should collect less fiction, however.

Table 23. Age of Book Collection



(the remaining 35.4% published prior to 1966)

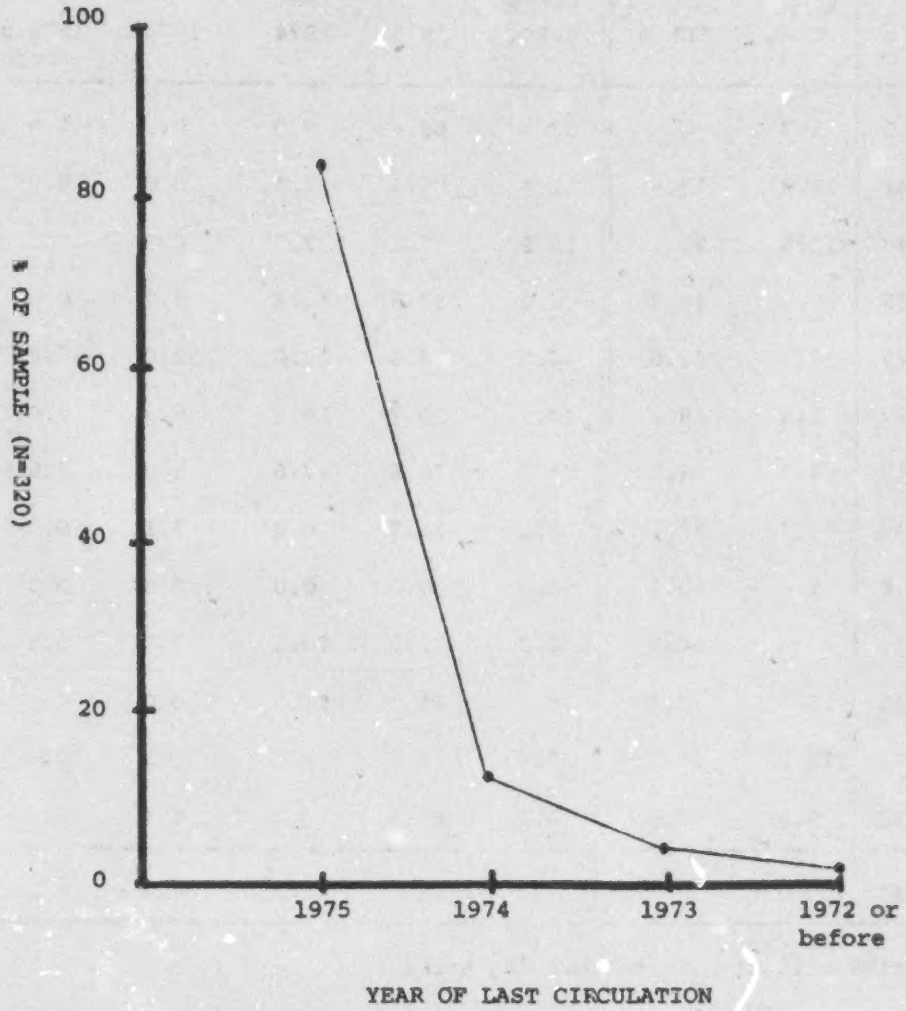
Source: based on a sample of 344 titles drawn from the shelf list.

Table 24. Composition of Collection by Year of Publication and Date of Last Circulation by Year of Publication

YEAR OF PUBLICATION	n	% OF TOTAL	CUM %	NEVER CIRC.	% WITH LAST CIRCULATION IN: 1975	1974	1973	1972 or before
1975	6	1.7		33.3	66.6	0.0	0.0	0.0
1974	41	11.9	13.6	12.4	85.4	2.4	0.0	0.0
1973	43	12.5	26.1	13.9	79.1	7.0	0.0	0.0
1972	35	10.2	36.3	0.0	82.9	11.4	5.7	0.0
1971	25	7.3	43.6	4.0	72.0	12.0	12.0	0.0
1970	19	5.5	49.1	10.5	73.7	10.5	5.3	0.0
1969	17	4.9	54.0	5.9	70.6	17.6	0.0	5.9
1968	14	4.1	58.1	7.1	85.7	0.0	7.1	0.0
1967	9	2.6	60.7	0.0	100.0	0.0	0.0	0.0
1966	13	3.8	64.5	0.0	69.2	23.1	7.7	0.0
1960-65	48	13.9	78.4	4.2	81.2	12.5	0.0	2.1
1950-59	41	11.9	90.3	2.4	75.6	14.6	7.3	0.0
pre-1950	33	9.6	99.9	9.1	51.5	24.2	9.1	6.1
All Books	344	100.0*		7.0	82.2	12.2	4.4	1.2

* total varies slightly due to rounding error

Table 25. Date of Last Circulation



* Source: shelf list sample of 468 titles; where date of last circulation was available for 320 titles. (7.0% of sample had never circulated, and these are not included in this table)

Table 26. Composition of Book Collection by Subject Groupings and Type

SUBJECT CATEGORY	METHOD 1		METHOD 2	TOTAL COLLECTION (N=77,210) PROBABLE n	
	n	%		METHOD 1	METHOD 2
000-099	5	1.0		772	
-199	9	1.9		1467	
-299	5	1.0		772	
-399	41	8.8		6794	
-499	2	0.4		309	
-599	13	2.8		2162	
-699	34	7.3		5636	
-799	42	9.0		6949	
-899	27	5.8		4478	
-999	34	7.3		5636	
Total Non-Fic.	212	45.3	48.4+	34976	37370
Biography	23	4.9	4.6	3783	3552
Fiction (includes L.T.)	88	18.8	17.2	14515	13280
Juvenile Non-Fic.	80	17.1	16.3	13203	12585
Juvenile Biography	8	1.7	1.8	1313	1390
Juvenile Fiction	38	8.1	7.8	6254	6022
Easy Readers	19	4.1	3.9	3166	3011
Total	468	100.0*		77210*	77210

* may vary due to rounding error

method 1 from shelf list sample; does not include reference books

method 2 from measurement of shelf list; includes reference books

+ includes reference books, which helps account for deviation from method 1, and subsequent deviations where percentages drawn by method 1 are slightly greater, since this sample did not include reference books in its total (divisor)

Table 27. Library Holdings Compared With American Book Publishing Industry Output, 1975

CATEGORY	TOTAL PUBLISHED 1975*	% OF TOTAL	% OF EB LIBRARY COLLECTION+
Non-Fiction	33,275	84.5	52.9
Fiction	3,805	9.7	17.2
Juvenile	2,292	5.8	29.8
Total	39,372	100.0	100.0

* Publishers Weekly, February 9, 1976, "U.S. Book Industry Statistics", p. 55.

+ Computed through measurement of shelf list

Juvenile books comprise nearly 30% of the entire collection, yet they account for only 5.8% of material published. This may be partially explained by the fact that a significant number of appropriate adult books are purchased for the Juvenile collection.

These data alone are not sufficient to draw airtight conclusions regarding the book collection of the library. However, they do suggest that there are no obvious flaws or weaknesses in the collection.

5. Availability. Table 28 illustrates one analysis of the collection which determined that 38.7% of a sample drawn from the shelf list could not be found on the shelf at that given moment. These figures are higher in the Juvenile collection than in the Adult collection. This may be explained in terms of the greater likelihood that the shelves may be more out of order in the Juvenile section than in the Adult section. The apparently high percentage of immediately unavailable items in the total collection may also be explained by the very high rate of circulation, (discussed later in the report) since a book in circulation is "temporarily unavailable" or not on the shelf. Still, this 38.7% figure may have resource protection implications, and bears further study.

The Library is past due for an inventory of material to determine more precisely how much of the material which is not where it should be on the shelves is in circulation, how much is deployed elsewhere, and how much must be regarded as missing.

Table 28. Availability of Materials.

MATERIALS	SAMPLE n	NOT ON SHELF n	NOT ON SHELF %
Adult Non-Fiction	212	82	38.7
Biography	23	8	35.0
Fiction	127	30	23.6
Juvenile Non-Fiction	80	27	33.7
Fiction	38	15	39.5
Easy Books	19	15	78.9
Biography	8	4	50.0
Total	468	181	38.7

6. Materials Other Than Books. As shown by Table 29, the various types of materials owned by the Library represent a broad range of media. Although books continue to receive the dominant emphasis, the library has demonstrated its awareness of the need for "non-print" forms of information.

> The openness with which new and alternate media forms are accepted and utilized should continue to be central to the acqusitions philosophy.

Table 29. Inventory of Items Owned By Type, 1975

TYPE OF MATERIAL	APPROXIMATE NUMBER OWNED
Books	77,000
Periodical Titles Received	447
Newspaper Subscriptions	12
Microfilm Reels	2,343
LP Record Discs	4,881
Pamphlets	3,500
Posters	80
Puppets	110
8mm Films	225
16mm Films	16
Filmstrip/Records	213
Book Records	40
Sculptures	55
Art Prints	84
Games or Toys	30
Science Kits	20

CHAPTER IV

LIBRARY SERVICES

A. HOURS OF OPERATION

As shown in Table 30, the library is open 65 hours per week during the period from September to June. This includes hours of operation 7 days a week. During July and August the library maintains its summer hours on a curtailed basis.

The American Library Association recommended minimum standards suggest that a library serving a population of 25,000 to 49,999 persons be open at least 60 hours per week. The hours of operation currently in effect at the library exceed the minimum standard by 8.3%.

> The prime determining factors of public library hours should be maximum potential for public use. The library must continue to maintain evening and weekend hours if it is to serve all segments of the population. As funds become available, and as the need is demonstrated, the library should increase its hours of service.

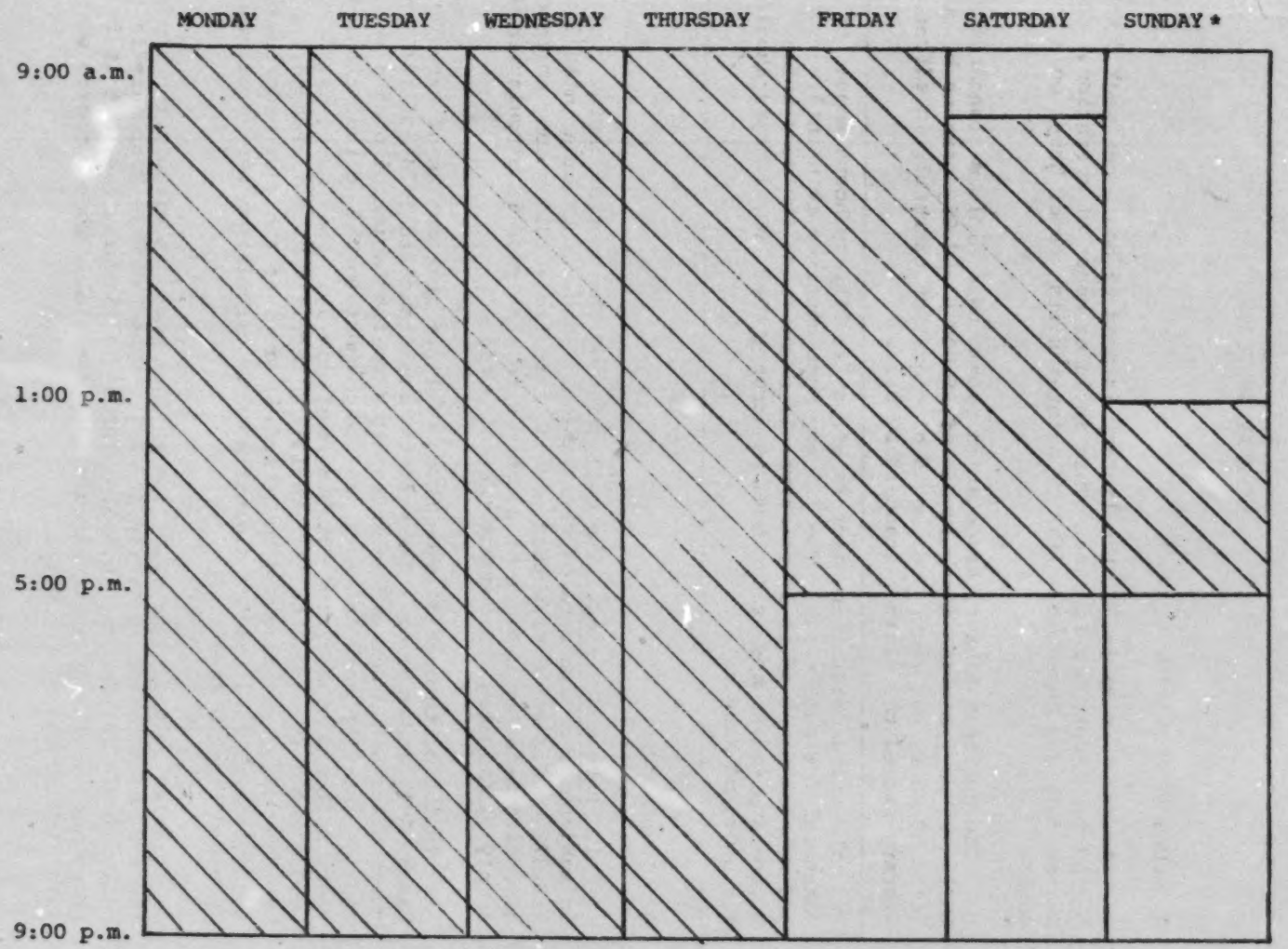
B. CIRCULATION

1. Rate and Trends. The collection of the East Brunswick Public Library is subject to a high rate of circulation. Book circulation in 1975 totaled 212,872, which would mean that each book in the 76,010 volume collection would have circulated an average of 2.8 times in that year if circulation were evenly distributed throughout the collection.

Tables 31 through 34 show three distinct peak months of circulation: March, July and October. The pattern established in 1973 and 1974 was that these peaks would descend in intensity from the beginning of the year to the end, so that the peak in March was the highest monthly circulation of the year, followed by July and October respectively. This trend is altered in 1975. Not only is the total circulation significantly increased, up by 18.8%, but the peaks have reversed to ascending order as the year progresses, so that October, 1975 was the highest monthly circulation ever, followed by July and finally March.

Tables 33 and 34 describe the various peaks in circulation according to the type of material, juvenile or adult. The March peak appears in both the adult (Table 33) and the juvenile (Table 34) circulations, but it is more pronounced in the juvenile circulation, especially when compared with the first two months of the year.

Table 30. Hours of Operation



* Closed Sundays during July and August

The July peak also appears in both graphs, but again it is more apparent in the juvenile circulation. (The Children's Department's summer reading programs take place during this month, partially explaining the peaks).

The October peak is barely noticable in the juvenile circulation, but it is the most pronounced in the adult circulation (Table 33).

The startling increase in total circulation from 1974 to 1975 can be explained by a variety of reasons. 1975 may be characterized as a growth year for all facets of the library. Full-time professional staff increased 33%. Programming reached an all time high, the DeVoe Branch Library underwent significant development, and numerous new programs, many involving circulating items, were instituted. The fact that library use is traditionally high during times of economic uncertainty may also help account for the increased circulation.

The growing circulation has numerous implications for the library. Staffing and materials acquisition must keep pace with demand. The library can expect certain peak months of circulation, in March, July and October. Further, the library can expect that the March and July peaks will be felt most strongly in the juvenile circulation with the October peak centered in adult circulation. Staff and vacation schedules, hours of operation, materials availability, and scheduling of programs should take these trends into account.

2. Type of Material. Table 35 demonstrates that fiction represents a smaller percentage of the total circulation in 1975 than it has in the past. Correspondingly, Adult non-fiction now represents a greater percent of total circulation than in the past. This is an indication that as the East Brunswick Library has developed a more sophisticated non-fiction collection, more users tap the library for their research needs. Juvenile books also represent a smaller percentage of the total circulation than in the past. LP records, on the other hand, have developed into an increasingly significant portion of the total circulation, reflecting the growth of this collection.

Table 36 compares percentages of non-fiction, fiction, and juvenile materials in the collection with percent of circulation and percent of what is published. While 85.6% of the 40,000 books published annually are adult non-fiction, this group comprises only 52.9% of the East Brunswick collection, and 33.6% of the total circulation. Much of the non-fiction material which is published is of a highly technical and scientific nature, or limited to such a specialized field that its presence in a public library would be inappropriate.

While fiction represents only 17.2% of the collection, it accounts for 26.0% of the total book circulation. One reason that the percent of fiction in the collection is low is that many fiction books are leased on a McNaughton plan, and are never officially added to the collection. Thus, they show up in the circulation figures but not in the percent owned column. Also, since only 9.2% of all material published is fiction, developing a higher percentage of quality fiction is a slow process for a selective library.

Table 31. Circulation by Month, 1973-75*

	1973			1974			1975		
	A	J	T	A	J	T	A	J	T
JAN	1020[illegible]	5918	18485	9829	5324	18293	10559	6268	20596
FEB	9832	6242	18114	9125	4726	16289	9504	6256	19261
MAR	10167	7534	20707	9652	6364	19084	10720	6939	21607
APR	8372	6189	17028	8635	5643	16981	10497	6651	20348
MAY	8635	5428	16634	8359	5562	16713	10030	5725	19170
JUN	7417	6147	16166	7630	5408	15832	9617	6443	19225
JUL	8364	7296	19157	8383	6709	20043	9914	7996	22052
AUG	7856	6793	17442	7808	5958	17596	8856	7326	19638
SEP	7115	5126	14607	7889	5344	16010	9575	6951	19585
OCT	8367	6272	17909	9041	6217	18230	11129	7630	22764
NOV	7463	6677	17177	9037	6420	18485	10082	7433	21216
DEC	6271	4049	12777	7813	5252	15712	9451	5508	18503

* Adult & Juvenile figures for main branch only

Total includes media items not counted in Adult & Juvenile figures

Table 32. Total Monthly Circulation, 1973-1975

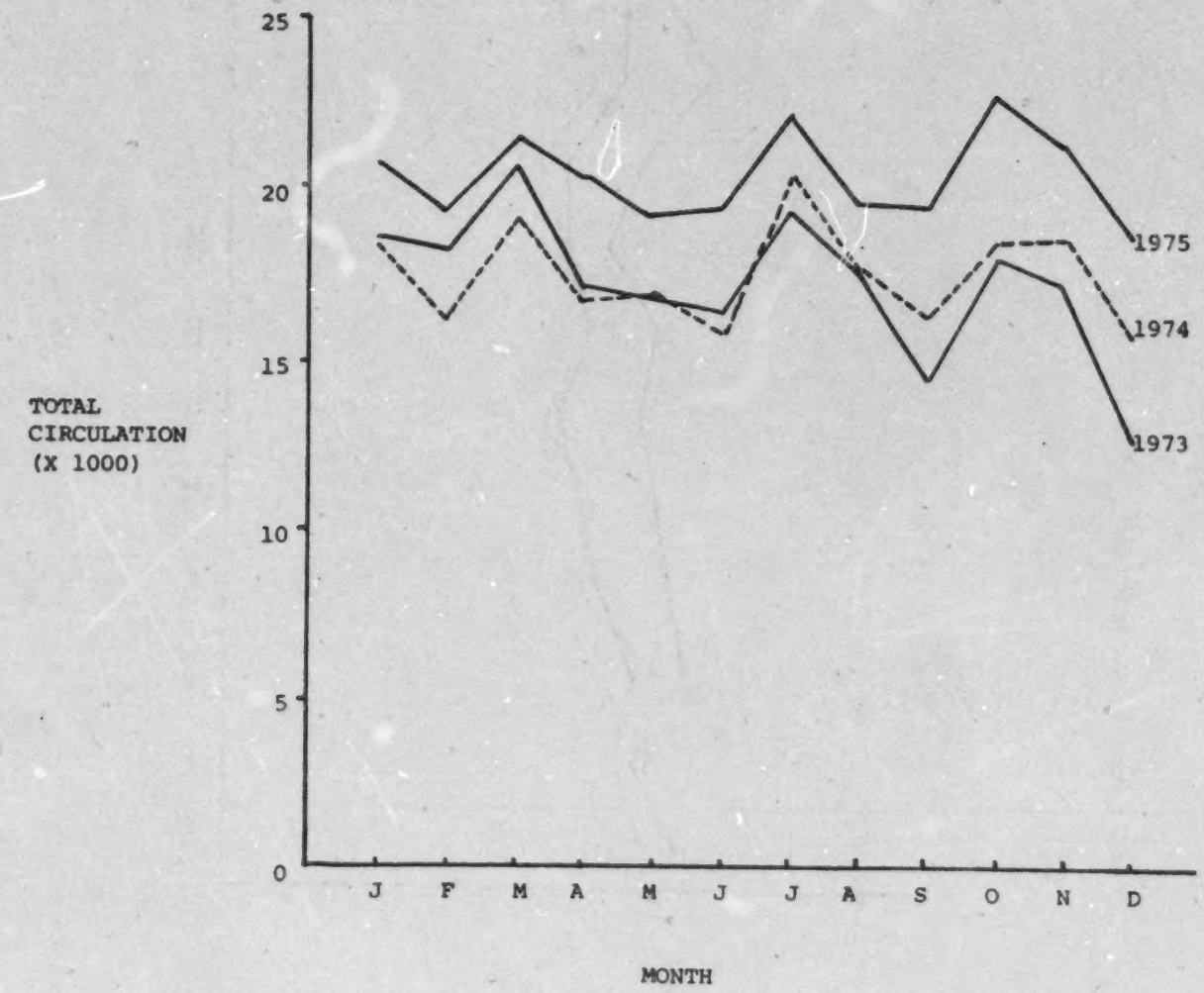
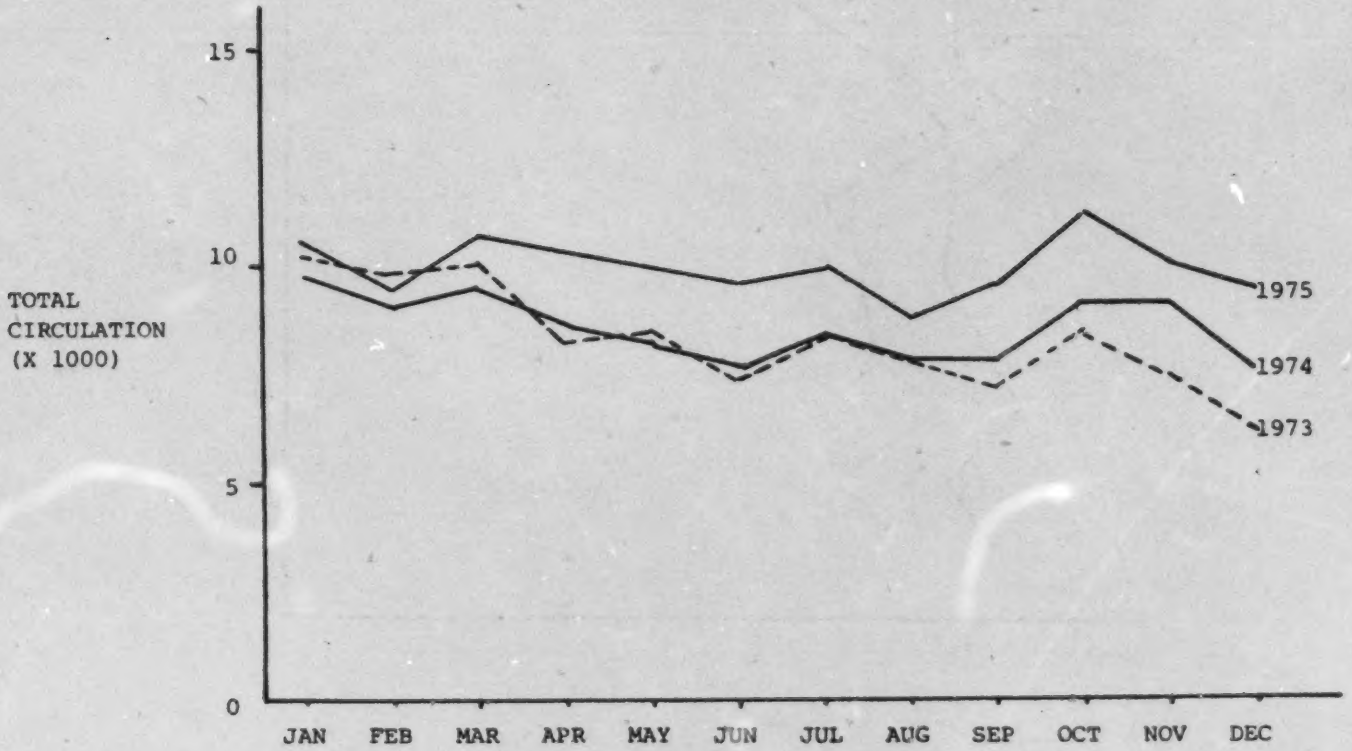
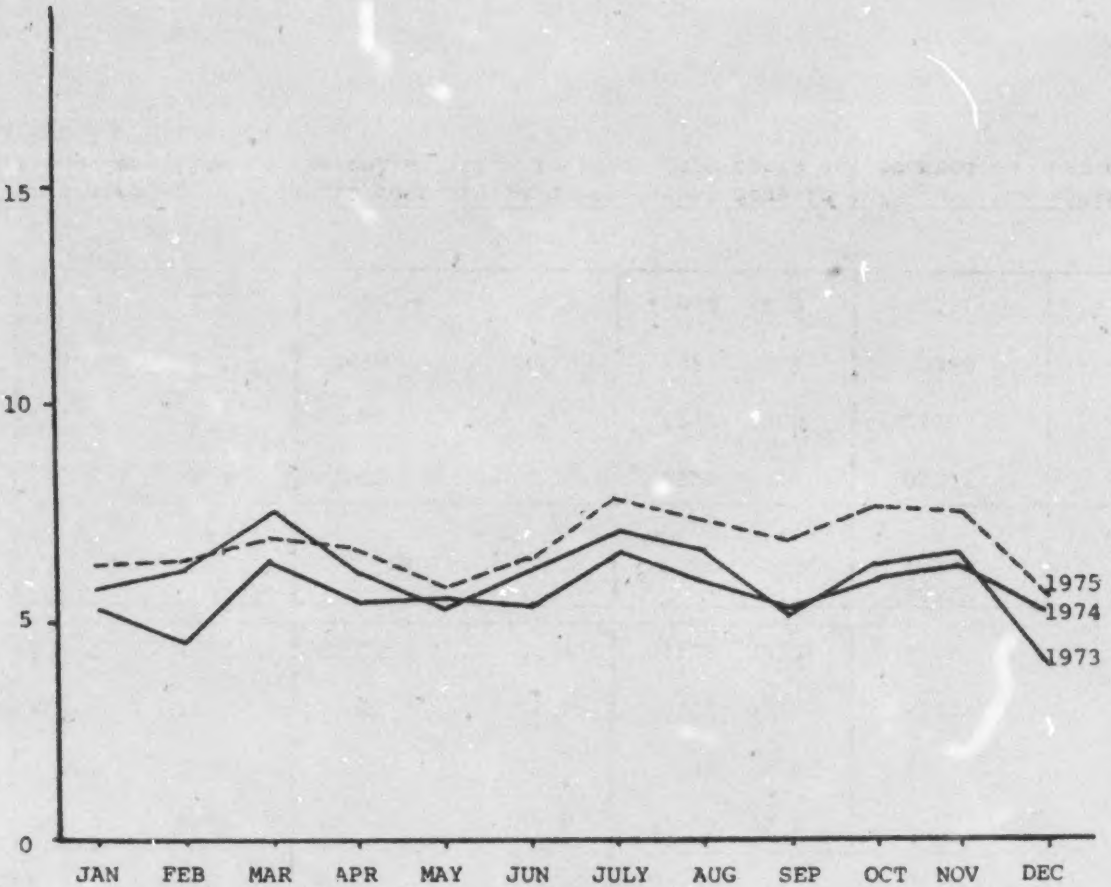


Table 33. Adult Monthly Circulation*, 1973-1975



* Books only

Table 34. Juvenile Monthly Circulation*, 1973-1975



* Books only

Table 35. Yearly Circulation by Type of Item

	ADULT FICTION n	%	ADULT NON-FICTION n	%	JUVENILE n	%	PAMPHLETS/MAGAZINES n	%
1972	55222	26.8	5076[illegible]	24.6	74513	36.1	8783	4.3
1973	47007	22.8	52982	25.7	73971	35.9	6180	3.0
1974	48689	23.7	54503	26.5	68927	33.6	6533	3.2
1975	52349	21.4	67535	27.7	81126	33.2	8109	3.3

	LP RECORDS n	%	OTHER* n	%	DEVOE n	%	YEARLY TOTAL n	% CHANGE
1972	8568	4.2	2972	1.4	8229	4.0	209075	-1.4
1973	11170	5.4	8651	4.2	6242	3.0	206203	-1.4
1974	13843	6.7	4418	2.1	8427	4.1	205390	- .4
1975	15918	6.5	7202	2.9	11862	4.9	244101	+18.8

* This category increases in 1973 due to counting paperbacks (not done in 1972) and the addition of circulating art and 8mm films to the collection. In 1974, paperbacks are counted as part of Adult Fiction.

Table 36. Material Owned Compared With Material Circulated Compared With Type Published

	% PUBLISHED*	% OF COLLECTION	% OF CIRCULATION (1975)
ADULT NON-FICTION	84.5	52.9	33.6
ADULT FICTION	9.7	17.2	26.0
JUVENILE	5.8	29.8	40.4
	100.0	100.0	100.0**

* Publishers Weekly, February 9, 1976, p. 55

** Figures reflect book circulation only at main library

A similar pattern is evident in the juvenile collection, where the percent of circulation of a given category is greater than the percent owned. This can be partially explained by the small amount of material published in that category.

3. Circulation Control System. The circulation control system presently being used by the library is the Gaylord book card system. In this system, each item that circulates has a unique card containing the bibliographic information. Patrons are issued cards with their unique number in raised metal type. At time of check out, the patron identification number and the due date are stamped on the book card, and a "date due" card is slipped in the book pocket. The book card, which now contains the patron identification number, the date due, and the bibliographic record, is filed according to the due date in the library's files. When the item is returned, the book card is searched for in the appropriate file according to the due date, then main entry.

Early in 1975, a study was conducted by two staff members of the library in conjunction with the Rutgers University Graduate School of Library Science. The study examined all of the major circulation control systems available to libraries at that time, and made recommendations for the library. The study was predicated upon the assumption that the present Gaylor circulation control system was inadequate to handle the current rate of circulation, and that it would break-down further as circulation increased.

The study recommends the installation of a computer-based system as the most desirable alternative to the present manual file operation. The library is,in conjunction with the computer division of the Township, developing its own unique computerized circulation system, which would utilize the computer hardware presently owned by the municipality. Various functions of commercially available systems are being incorporated into the design.

The circulation control system is central to the library's primary function, the dissemination of information. It must be a system designed to handle the growing volume of activity which the library anticipates with accuracy and efficiency. The library should make every effort to expedite the development and installation of a new, more effective circulation control system.

C. REGISTRATION

The East Brunswick Library registers patrons free of charge if they live, work or own property in East Brunswick. Out of town borrowers may register for $10.00 per year. All school children in East Brunswick public and parochial schools receive their library cards during the school visits to the first grades conducted by the Children's Services Department in the fall of each school year.

In 1975, the total registered borrowers numbered 24,567. A sample of the registration file revealed that 2.9% of all registered borrowers are non-residents, which represents approximately 700 persons. The remaining 23,870 card holders reside in East Brunswick. This indicates that approximately 65.5% of all Township residents are card holders.

Tables 37 and 38 describe the composition of the various census tracts according to the age and sex of the registrants. The data for these tables were collected from a sample taken from the registration file.

Adult males represent 27.7 percent of all registrants in the sample. All of the various tracts parallel this figure, except the Lawrence Brook-Pine Ridge tract, in which a higher percentage of registrants are adult males, and the Old Bridge tract, in which a lower percent of registrants are adult males. These deviations may be accounted for in the demographic characteristics of these tracts. Lawrence Brook-Pine Ridge has the highest income and education levels in the Township, which suggests the greatest potential for library use. The Old Bridge tract contains the highest number of widowed individuals, most of whom are women, which leaves fewer men as potential library users.

Adult females represent 40.2 percent of the sample of all registrants, the highest in any category. This trend is apparent in each of the different tracts as well. This is not surprising in view of the various previous public library registration studies which consistently report adult women higher in percent registered than men.[1]

Juvenile registration represents the remaining 32.1% of the registrants, with the surprising result that males comprise a greater percentage than females.

When the sample of registrants is analyzed in terms of its composition by census tracts, another pattern emerges. Table 38 illustrates that 43.7% of all registrants come from the Riva Ave.-Colonial Oaks-Frost School tract, while only 4.7% of all registrants reside in the Industrial tract. Lawrence Brook-Pine Ridge and Riva Ave.-Colonial Oaks-Frost School tracts have the highest percent of registrants, not surprising in light of the demographics of these areas.

One interesting comparison is the percent of total population of the Township represented by a tract compared with the percent of all registrants represented by that tract. Lawrence Brook-Pine Ridge represents 19.5% of the total population, yet only 16.5% of the registrant sample comes from this tract. Similarly, in every other tract the percent that tract comprises of

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[1] B.Berelson, The Library's Public (New York: Columbia University Press, 1949), p. 31.

Table 37. Categories of Registrants by Census Tract

% OF ALL REGISTRANTS IN TRACT

TRACT #	64.01	64.02	65	66	67.01	67.02	EB TOTAL
	n=67	n=19	n=51	n=177	n=49	n=42	N=405
ADULT MALE	31.3	26.3	29.4	27.1	26.5	23.8	27.7
FEMALE	41.8	36.8	41.2	39.0	32.7	52.4	40.2
JUVENILE MALE	17.9	15.8	11.8	20.9	20.4	14.3	18.3
FEMALE	9.0	21.1	17.6	13.0	20.4	9.5	13.8
TOTAL	100.0*						100.0*

Table 38. Composition of Registrants in Tract By Category

	% ADULT MALE	% ADULT FEMALE	% JUVENILE MALE	% JUVENILE FEMALE	% OF ALL REGISTRANTS	% OF TOTAL POPULATION IN TRACT
	n=112	n-163	n=74	n=56	N=405	N=34166
64.01	18.7	17.2	16.2	10.7	16.5	19.5
64.02	4.5	4.3	4.0	7.1	4.7	7.6
65	13.4	12.9	8.1	16.1	12.6	15.5
66	42.9	42.3	50.0	41.1	43.7	32.4
67.01	11.6	9.8	13.5	17.9	12.1	14.8
67.02	8.9	13.5	8.1	7.1	10.4	10.1
TOTAL	100.0*				100.0*	100.0*

* Totals vary slightly due to rounding error

the total East Brunswick population is greater than the percentage of registrants represented by that tract, with two exceptions. The Riva Ave.-Colonial Oaks-Frost School tract represents only 32.4% of total population, yet 43.7% of all registrants. Similarly, the Old Bridge tract comprises only 10.1% of East Brunswick's population, yet 10.4% of the library's registrants. The most obvious reason for these deviations is the fact that these are the tracts in which the main library and the branch are located. They represent the least distance to the library for the registrant. These data suggest that distance to the library is an important factor in registration of borrowers.

Table 39 and 40 present similar information as did Tables 37 and 38, but the sample used in calculating this information was drawn from the circulation file, rather than the registration file. In this way, information represents users of the library, or at least those users who circulate materials. Comparisons of those patrons who are registered with those who are currently borrowing materials reveals data about the patterns of use of the library. The library registration file contains some outdated information, and some records of patrons who are merely registered but never borrow items from the library. Information gleaned from the circulation file, on the other hand, represents those registrants who are active, current users of the library. Borrowers may be considered a "sub-set" of the registrants, just as registrants are a "sub-set" of the total East Brunswick population. Through comparisons of the composition of these three "sets", patterns of library use and non-use may be identified.

Table 37 indicated that 40.2% of all registrants are adult females; Table 39 shows 49.5% of all borrowers are adult females. This means nearly half of all circulations are initiated by adult females. Similarly, juvenile females account for 13.8% of all registrants and 16.6% of borrowers. This means that while only 54.0% of all registrants are females, this group accounts for 66.1% of all circulations.

The opposite pattern emerges for male borrowing. In both male categories, adult and juvenile, registration accounts for a greater percentage of the total than does circulation of materials. This means that while registration of patrons is nearly divided equally among males and females, males borrow significantly less than females.

Table 40 indicates that 47.6% of the sample of borrowers are residents of the Riva Ave.-Colonial Oaks-Frost School tract. The remaining 52.4% of borrowers are distributed throughout the Township with approximately 15% in both the Lawrence Brook-Pine Ridge tract and the Town Core tract.

Table 39. Categories of Borrowers by Census Tract

% OF ALL BORROWERS IN TRACT

TRACT #	64.01	64.02	65	66	67.01	67.02	EB TOTAL
	n=53	n=19	n=56	n=175	n=38	n=27	N-368
ADULT MALES	16.9	21.1	16.1	23.4	31.6	22.2	22.0
ADULT FEMALES	52.8	57.9	64.3	46.9	26.3	55.5	49.5
JUVENILE MALES	15.1	21.1	8.9	10.8	7.9	18.5	11.9
JUVENILE FEMALES	15.1	0.0	10.7	18.8	34.2	3.7	16.6
TOTAL	100.0*						100.0*

* may vary slightly due to rounding error

Table 40. Composition of Borrowers in Tract by Category

	% ADULT MALE	% ADULT FEMALE	% JUVENILE MALE	% JUVENILE FEMALE	% OF TOTAL SAMPLE OF BORROWERS	% OF TOTAL E.B. POPULATION IN TRACT
64.01	11.1	15.4	18.2	13.1	14.4	19.5
64.02	4.9	6.0	9.1	-	5.2	7.6
65	11.1	19.8	11.4	9.8	15.2	15.5
66	50.6	45.0	43.2	54.1	47.6	32.4
67.01	14.8	5.5	6.8	21.3	10.3	14.8
67.02	7.4	8.2	21.3	1.6	7.3	10.1
TOTAL	100.0*					100.0*

* may vary slightly due to rounding error

D. BORROWING INDEX AND FACTORS AFFECTING BORROWING

To facilitate the comparison of one tract with another, a "borrowing index" was constructed. This tool is a measure of the degree to which the registration of a particular group or area corresponds to the borrowing of that same area. The index number is generated by combining data from Table 38 and Table 40 in such a way that the percent of registrants of a given sex, age group, and tract may be compared to the percent of borrowers of the corresponding category. Table #1 presents such a comparison.

Taking the comparison one step further and dividing the percent of borrowers represented in one specific group by the percent of registrants represented by the same group produces the borrowing index. A perfect correlation would yeild the index number 1.0. For example, if adult males from the Lawrence Brook-Pine Ridge tract represent 15% of all registrants and this same group represents 15% of all borrowers, then the borrowing index for this group would be 1.0 (obtained by dividing 15% by 15%). A borrowing index of greater than 1.0 indicates that the percent of all borrowers represented by that particular group is more than the percent of registrants represented by the same group. In other words, a borrowing index of greater than 1.0 indicates that group accounts for a greater share of borrowing than its registration indicates.

Likewise, a borrowing index of less than 1.0 indicates that that group accounts for less circulation than would be expected by its registration. Table 42 shows the borrowing index figures for the six tracts according to the various sex and age groups, and the tract totals. The actual size of a particular group or tract does not affect the borrowing index, since only percentages of totals are compared, rather than raw figures.

When data about the census tracts is plotted along side of the borrowing index, trends and correlations become apparent. Table 43 plots the median income of the various census tracts and the borrowing index of the tracts. The two resultant line-graphs are dissimilar. The graph of the borrowing index has only one peak, while the distribution of the median income is bimodal. The peaks in the median income graph occur in the Lawrence Brook-Pine Ridge tract and the Riva Ave.-Colonial Oaks-Frost School tract. The peak in the borrowing index graph occurs in the Town Core tract. Thus, from the information shown in Table 43, there is no apparent correlation between the median income of a tract and the borrowing pattern.

Table 44 is a graph of the median number of school years completed of persons 25 years and older of the various tracts in East Brunswick and the borrowing index. The information in this graph is strikingly similar to that in Table 43. The borrowing index is the same, of course, and the graph of the median school years completed creates a pattern similar to the median income (Table 43) but dissimilar to the borrowing index. Conclusions drawn from Table 44 parallel those of Table 43, specifically that there appears to be no correlation between median school years completed and borrowing.

Table 41. Comparison of Registrants With Borrowers
Composition of Tracts by Categories

	ADULT MALE	ADULT FEMALE	JUVENILE MALE	JUVENILE FEMALE	% OF TOTAL SAMPLE	% OF TOTAL POPULATION	LINEAR MILES FROM LIBRARY
64.01	11.1/18.7	15.4/17.2	18.2/16.2	13.1/10.7	14.[illegible]	19.5	3.8
64.02	4.9/ 4.5	6.0/ 4.3	9.1/ 4.0	0.0/ 7.1	5.2/ 4.7	7.6	2.3
65	11.1/13.4	19.8/12.9	11.4/ 8.1	9.8/16.1	15.2/12.6	15.5	1.1
66	50.6/42.9	45.0/42.3	43.2/50.0	54.1/41.1	47.6/43.7	32.4	.8
67.01	14.8/11.6	5.5/ 9.8	6.8/13.5	21.3/17.9	10.3/12.1	14.8	2.0
67.02	7.4/ 8.9	8.2/13.5	21.3/ 8.1	1.6/ 7.1	7.3/10.4	10.1	2.6

B/R= Borrowers/Registrants

Table 42. Index of Borrower to Registrants by Category

TRACT #	ADULT MALES	ADULT FEMALES	JUVENILE MALES	JUVENILE FEMALES	TOTAL TRACT INDEX
64.01	.59	.89	1.12	1.22	.87
64.02	1.08	1.39	2.27	0	1.10
65	.82	1.53	1.40	.60	1.20
66	1.18	1.06	.86	1.31	1.08
67.01	1.27	.56	.50	1.19	.85
67.02	.83	.60	2.63	.22	.70

Table 45 plots the borrowing index with the linear distance (in miles) from the approximate geographic center of a tract to the main library. The two line graphs which emerge display similar characteristics. Two of the three tracts which have the lowest borrowing index are also the two located the greatest geographic distance from the main library. The two tracts with the highest borrowing index are the two closest to the library. The borrowing index increases as the distance to the library decreases. This pattern is clearly evident from the similarity of the two graphs in Table 45. Thus, it can be stated with some confidence that of the three variables tested for in Tables 43 through 45, the distance factor is the one which most directly correlates to borrowing. Distance to the library is the factor which most accurately predicts library use as described by the borrowing index. Education and income levels do not appear to be accurate predictors of library use in East Brunswick; distance to the library is the dominant variable.

There are important implications for the library contained in these data. Since distance to the library emerges as the dominant factor affecting library use, the library must seek ways to meet the service needs of those Township residents who live furthest from the main library. These are the residents with the least advantageous access to the library. The Lawrence Brook-Pine Ridge tract is the furthest from the library building in miles. The high concentrations of persons living in this tract strongly suggest the establishment of outreach service there. Media-mobile services, a branch, home-delivery and pick-up, and local book-drops are some suggested means by which services to this remote area might be augmented.

The Riva Ave. section of the Riva Ave.-Colonial Oaks-Frost School tract is also disadvantageously located for library use. However, the low concentration of population in this area, and the Township Master Plan projections imply that location of a library branch in this section would not be warranted. Media-mobile services would be the ideal means by which library services could be extended to this area. The same description applies to the presently undeveloped southern part of the Township, that which borders South Brunswick, Monroe and Helmetta. The low concentrations of population in these areas would be well served by a mobile unit.

The Old Bridge tract of East Brunswick lies almost as far from the library as the Lawrence Brook-Pine Ridge tract. However, the impediment to library use created by this distance is mitigated by the DeVoe Branch Library, located in the Old Bridge tract. The library should continue to serve the Old Bridge neighborhood through the DeVoe Branch, and expand services so that hours of operation and building and materials resources meet the needs of the community. As the library's only branch, DeVoe is the precedent for branch library service in East Brunswick. Its operations should be carefully managed and monitored to provide direction and experience for future expansion.

Table 43. Borrowing Index with Median Income

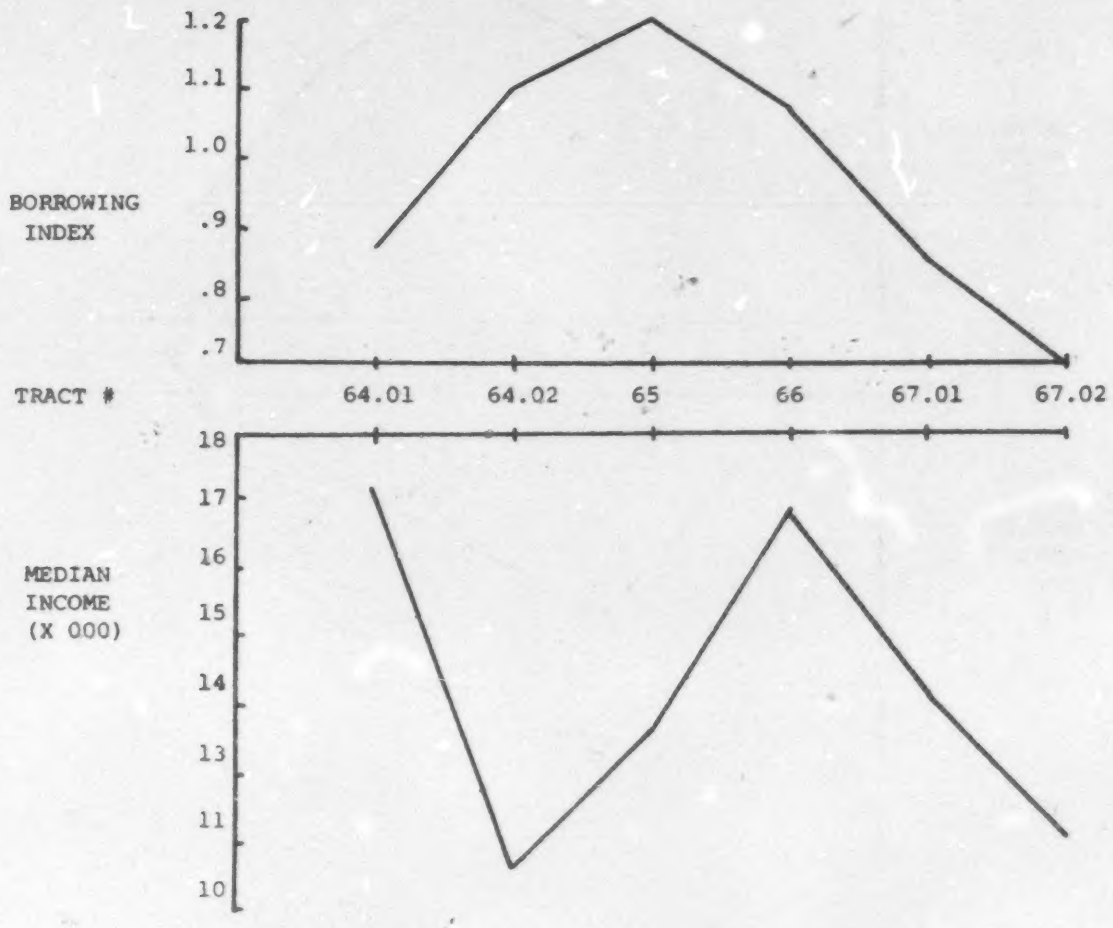


Table 44. Borrowing Index with Median School Years Completed

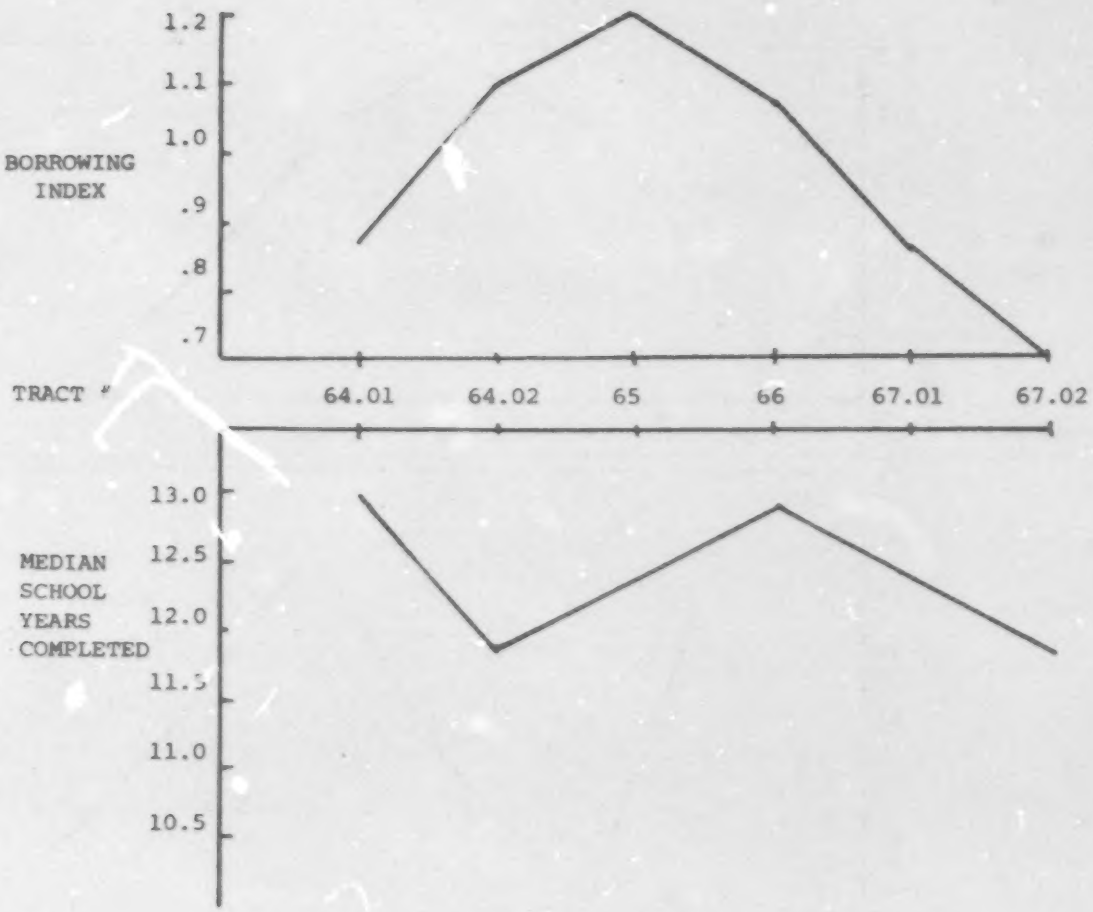
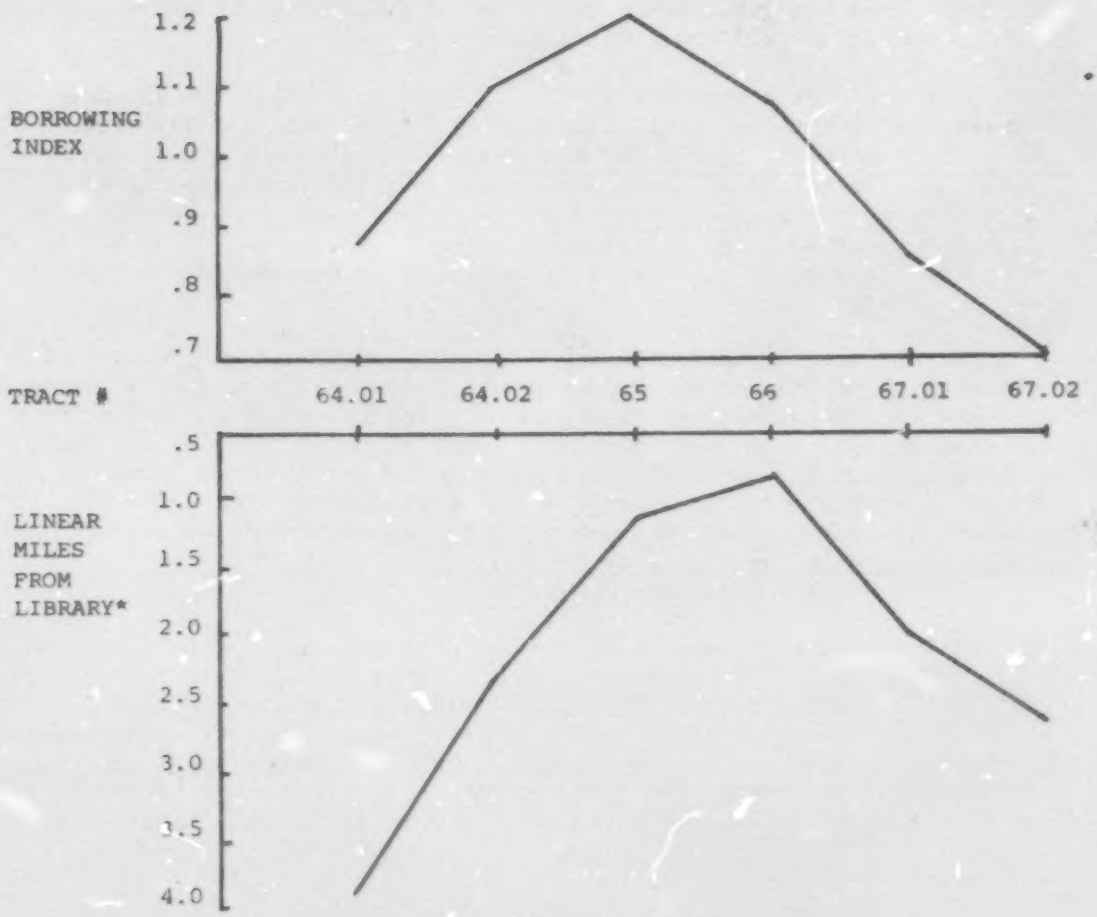


Table 45. Borrowing Index with Distance From Library



* distance is an approximation from the geographic center of the tract to the main library

E. PROGRAMS AND SPECIAL SERVICES

The East Brunswick Public Library has always persued a progressive, dynamic service program. This has been the library's philosophy since its inception in 1966, and is the foundation upon which the library's reputation is built. The programs and special services offered encompass a broad range of activities and interests. There are programs aimed at all age groups, from preschoolers to Senior Citizens.

The Children's Department offers an exceptionally full and diverse schedule of events and activities throughout the year for all ages of children. They also conduct programs for adults who work with children. Likewise, adult activities and services encompass a multi-faceted program of films, lectures, concerts, minicourses, workshops and similar events designed to appeal to a broad range of interests. Many programs are co-sponsored with local groups such as the Garden Club, the Adult Evening School, and the Friends of the Library.

A comprehensive analysis and evaluation of all library programming is somewhat beyond the scope of this report. However, a cursory analysis indicates that the level and diversity of programming and special services offered appears to be satisfactory to meet the needs of all segments of the community with one notable exception: the library does not have at this time a coordinated service program for young adults. There are some programs of interest for this age group offered by the Children's Department and the Adult Services Department, but there is no coordinated effort specifically aimed at the needs and interests of young adults.

The 1970 census indicated that 11% of East Brunswick's population is between the ages of 14 through 18 years. This figure represented approximately 3,765 individuals. Adjusting for the time since the census yields the greater figure of 4,686 individuals (those who were between the ages of 9 and 13 in 1970). Allowing for the possibility that a young adult program would appeal to persons somewhat younger than 14 years increases the size of this target audience to well over 5,000 individuals. This is a significant segment of the population whose needs should be formally addressed by the library.

The library should immediately establish a coordinated service program for young adults similar in scope to the Children's and Adult's Services programs.

F. AREA REFERENCE LIBRARY

On June 2, 1976, the East Brunswick Public Library received formal designation as an Area Reference Library for Southern Middlesex County. This is an arrangement by which the library receives state funds to provide back-up reference and inter-library loan services to all other libraries

within the designated service area.

The state establishes certain criteria which a library must meet in order to become an Area Reference Library. East Brunswick's library meets all but one of the criteria, that being the requirement of having 150,000 volumes in its book collection.

With the state mandated requirement of 150,000 volumes as a goal, the library should expand its collection as rapidly as possible. In conjunction with the collection expansion, the library must be prepared to handle the increased work load which will inevitably be generated. Computerization of the acquisitions/technical processing function is one alternative the library may wish to persue.

The library must also plan for increased work loads in the Reference Department, as the primary function of an Area Library is reference services.

CHAPTER 5

SUMMARY & CONCLUSIONS

Note: This final chapter reviews and summarizes some of the major conclusions and recommendations of the report. Many conclusions and recommendations appear throughout the entire report (in boxed paragraphs); however, no attempt is made in this summary chapter to reproduce every one. Only those conclusions and recommendations which hold the most immediate significance for the library are reviewed here. Also, the evidence from which the conclusions are drawn is incorporated into the text and tables of the main body of the report. Although it will be referred to often, this evidence will not be represented in its entirety.

Some conclusions beg specific goal-oriented recommendations for action; others stand independently, to be reflected on and incorporated into library philosophy and policy. Where appropriate, specific recommendations with goals for action follow a conclusion. However, the presence or absence of a specific recommendation with a general conclusion in no way reflects on the significance of that conclusion.

1. The Library must serve a socially, educationally and economically diverse population. The people of East Brunswick represent a heterogeneous population in terms of education levels, income levels, and job status. East Brunswick is often thought to be populated exclusively with well-educated upper-middle class families; however, this is not entirely correct. Analyses of the census data reveal that significant pockets of less-well-educated and moderate income families do exist in East Brunswick. This fact is often overlooked, particularly in the library situation, because the well-educated, upper-income residents are the most visible users and the most vocal and articulate of their needs.

The Library must look to serve the needs of all members of the East Brunswick Community, regardless of age, income, education or status.

2. The Library must seek ways to expand services to those areas of the Township which are furthest from the main library. Data collected show that many residents who live in areas distant to the library have high potential for library use (high income and education levels). Further analysis demonstrates that distance to the library is the dominant factor affecting library use in East Brunswick. Those who live furthest from the library borrow proportionally less than those who live near. Access to the library is inhibited by distance.

This condition is further aggravated by the lack of adequate public transportation within the Township. Although the library is situated in the ideal location, the geographic center of the Township, it is accessible on foot to only a relatively few Township residents. Only those residents with private transportation at their disposal or who live within walking distance can use the library in its new building.

The library must explore means by which service can be taken to the residents who live furthest from the library. Among these means are outreach service in the form of a media-mobile, book drop placement, and a comprehensive branch development program.

3. The library's meeting room use policy should be designed to maximize public accessibility. A significantly high number of community organizations meet regularly in East Brunswick. However, publicly available meeting room space is not abundant. The new library's meeting rooms are an invaluable resource for serving community needs, and every effort should be made to foster their use. The Community Organization analysis indicates that the library is reaching some organizations, while it is not reaching others. Through use of the meeting rooms, ways of serving previously unreached groups may be found.

4. The library should establish a coordinated young adult services program. A large number of persons between the ages 14 and 18 live in the Township. As of yet, the library has no formal, coordinated program of services for this age group. Young adults have a high potential for library use, for both school-related and recreational purposes, and the library must strive to maintain the use patterns developed by Children's Services, as young adults mature into adult community members.

Goal: Hire a Young Adult Coordinator as soon as the budget permits, preferably before end of 1976. Establish a Young Adult Services program by September, 1976.

5. The library's video program is one which holds great potential for the future. Video is one means by which the library can stay abreast of a changing society which is becoming less print-oriented. Direct broadcast capabilities via local cable offers great communication potential within the Township. Educational, cultural and recreational video cassettes are becoming available commercially. The library must keep abreast of the state of this developing art and explore the suitability of this dynamic medium to all phases of the library program.

6. March, July and October are peak months for circulation of materials. Peaks are evident in the circulation of juvenile material during March and July. October brings the highest peak in adult circulation. Staff vacation schedules, hours of operation, programming, and general library planning should take these peaks into account. Programs should be developed which will increase library usage during non-peak months.

7. Development and installation of a new circulation control system is a high priority item. The already high volume of circulation and the noted trend which indicates that this figure will continue to increase means that the library will need to increase its efficiency and effectiveness at the circulation control function. The present system is inadequate to handle the volume. Installation of the computerized system should be expedited.

Goal: The computerized circulation control system should be operational by October, 1976, with reserve and overdue functions fully operational by March, 1977.

8. A disproportionately high amount of library material is not available for immediate borrowing. The high rate of circulation within the moderately sized collection means that a significant portion of the library's collection is not in the library at any given moment. The open stack arrangement also allows material to become misshelved easily. Furthermore, a certain percentage of material must be regarded as missing. The library must conduct further study into the high rate of unavailability. The automated circulation system should provide the capability for inventory control.

9. The library must incorporate the implications of its new role as Area Reference Library into all phases of planning. The library must plan for the increased workload generated by its new status as Area Library, particularly in the provision of reference services, circulation personnel, and the Acquisitions/Technical Processing area. The library should initiate a major acquisitions program in order to comply with the state requirement of 150,000 volumes in the collection of an Area Reference Library.

Goal: The library should add 15,000 volumes per year starting in 1976, so that it reaches the minimum state requirement of 150,000 volumes by 1981.